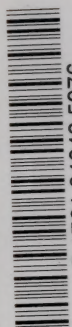


Pamph.  
Econ.  
Trade  
T



3 1761 04043 5976

# Their Purchasing Power

DEC 12 1912

0900





# BECOME BETTER ACQUAINTED WITH THEM

---

TO ENABLE INTERESTED PERSONS TO  
KNOW EXACTLY THE PURCHASING  
POWER, AND CONDITIONS IN WHICH  
CANADIAN HOME JOURNAL READERS  
AND THEIR FAMILIES LIVE, THIS DATA  
HAS BEEN COMPILED. : : : :

---



Prepared by  
WILLIAM G. ROOK  
for the

CANADIAN HOME JOURNAL

published by

The Canadian Woman's Magazine Publishing Co., Ltd.  
TORONTO - - - CANADA



# Their Purchasing Power

---

**The Following Information will be Found of Great Value to Advertisers in General Who are Anxious to Learn the Conditions in which the Average Canadian Family Lives.**

---

There is a growing demand on the part of advertisers to obtain information as to the class of persons reading a publication that they may know that the class of readers is one among which they can profitably advertise their goods.

The purchasing power of the reader is the only gauge that can be used to determine the value of any publication as an advertising medium. The stand we take is that an advertiser has every right to know the exact number of subscribers to a publication, its distribution by post offices and the standing of the subscribers in the community in which they live.

It is just as much the right of an advertiser to have this information as it is for a publisher to be absolutely certain that the goods advertised in his publication will give satisfaction to his readers.

The day of guessing in advertising is past, and we can see no reason for withholding from an advertiser any information that will assist him in determining whether The Canadian Home Journal is one suited for his purpose and from which he can reasonably expect profitable returns.

For years we have published an absolute guarantee as to the reliability of each of the Canadian Home Journal advertisers. Early in the year of 1912 there was published a detailed statement of circulation giving the location by post offices of our readers. This statement was verified to by Messrs. N. L. Martin Company, a firm of auditors in Toronto. This makes the statement an unquestionable one, and it is greatly appreciated by advertisers generally.

That we might place before advertisers exact information regarding our subscribers, the manner in which they live and their standing in the community, a full page advertisement was placed in our August, 1912, issue asking our readers to answer forty different questions.

The questions that were asked were the following:

- 1.—How many persons read your copy of this magazine?
- 2.—Do the men of your home read this magazine?
- 3.—What becomes of your magazine?



- 4.—Do you read any other weekly or monthly publications, if so, which ones?
- 5.—What is the value of the property you occupy?
- 6.—Do you own or rent your home?
- 7.—How many rooms are in your home?
- 8.—Do you use steam, hot water, hot air, or stoves to heat your homes?
- 9.—How do you light your home?
- 10.—Do you cook with coal, gas, wood, or oil?
- 11.—What make of kitchen cabinet do you use?
- 12.—Have you free mail delivery?
- 13.—Do you use a vacuum cleaner?
- 14.—Do you raise chickens?
- 15.—What make of incubator have you?
- 16.—What brand of paints do you use?
- 17.—What brand of toilet and laundry soap do you use?
- 18.—What make of piano do you use?
- 19.—What make of organ do you use?
- 20.—What make of talking machine have you?
- 21.—What make of tooth powder or paste do you use?
- 22.—What make of dyes do you use?
- 23.—How many live in your home?
- 24.—Have you or will you soon have electric current in your home?
- 25.—What make of washing machine do you use?
- 26.—Do you buy advertised articles?
- 27.—If so, why?
- 28.—Do you buy flower or vegetable seeds?
- 29.—Who's seeds do you buy?
- 30.—What make of corsets do you buy?
- 31.—Have you a rain coat?
- 32.—What make of shoes do you wear?
- 33.—What catsup do you use?
- 34.—What tea do you use?
- 35.—What baking powder do you use?
- 36.—What flour do you use?
- 37.—What breakfast food do you use?
- 38.—What make of silverware do you use?
- 39.—What make of automobile do you use?
- 40.—Do the advertised articles you buy give satisfaction?

Name .....

Post Office .....

County .....

To obtain the co-operation of our readers it was necessary to approach them in exactly the same manner that is necessary for an advertiser to approach a reader. We must first convince them that they want the article, the article used and sent to each of those

answering the questions was a reproduction in tri-colors of the famous painting, "Piloting Her Home," by William Holt Yates Titcombe. Two-thirds of the page was used to describe the picture and gave information as to how the picture could be obtained free. The argument used was one of the "reason why" kind, and the fact that one out of every thirty-two of our subscribers answered the questions and sent in the coupons to us, is not only an evidence that the full page advertisement "pulled," but shows that our readers are a class that read advertisement and will answer them if convincing arguments are used.

In brief, we told them that our advertising department is frequently asked for information regarding the class of readers subscribing to the Canadian Home Journal and that we desired to furnish our advertisers with that information, and desired their co-operation to that point. The response was splendid and is another evidence of the splendid co-operation and sympathy between publishers and subscribers of the Canadian Home Journal.

We have ourselves always believed that Canadian Home Journal subscribers represented the great middle class of buyers, from which manufacturers must expect the greater part of their trade, but the difficulty has always been to convince advertisers that our belief was correct.

In order therefore to overcome this difficulty we have compiled this data that would enable our taking our entire family of subscribers into the office of a prospective advertiser that he might decide for himself what their conditions are and their purchasing power.

26,000 copies of the August issue were published. 806 replied in time for tabulation, thirty-five came in later, and in 99 per cent. of the answers there was the evidence of sincerity and a desire to tell the truth in answer to the questions. There were a few who treated the affair humorously, and naturally their answers were consigned to the waste-paper basket.

We tabulated the 806 replies which came in, and found that that number represented one in every thirty-two of our subscribers, consequently we have used that number as our multiplier to find the total given to our various questions.

The claim has always been made that the majority of the Canadian Home Journal readers are in comfortable circumstances and reside in the smaller towns and rural sections throughout Canada. The answers to the questions prove this conclusively and have made it possible for us to place before advertisers undisputable data concerning the conditions in which our subscribers live. In fact, it is quite possible for an adver-



tiser after reading the following pages to paint a mind picture of the homes and surroundings of the readers of the magazine. This should enable him to determine if its readers are those amongst whom he could reasonably expect to sell his goods.

As an instance, we could not hold out any great expectations that an advertisement to sell National Cash Registers would bring returns if placed in the *Canadian Home Journal*. It is a reasonably sure thing, however, that a manufacturer of washing machines, baking powder or vacuum cleaners, could with the proper copy, obtain splendid returns by using advertising columns of the *Canadian Home Journal*.

There are certain publications in which certain classes of goods should be advertised to bring the proper results. There are other publications in which the same advertisement could be published that would bring absolutely no returns. The shrewd advertiser of to-day desires to know the circumstances and surroundings of the subscribers of a publication just as he requires to know the exact number of copies printed of a publication.

No class in Canada to-day has more to spend per capita than those living in the rural sections, small towns and villages. Their prosperity has been greater during the past ten years than that of any other class. They have made more rapid advancement and their property has increased more in value than that of any other class. This makes them, then, one of the most desired classes among which to extend trade.

Rural residents of to-day are living in better-class homes, their furniture is better than ever before, they are purchasing automobiles, and inside of the next few years much of their work will be accomplished by electricity, and in fact their surroundings are such that it makes a city man really wonder and ask himself the question is not the saying "back to the farm" really a wise one after all.

From the data obtained we can tell you just how many persons are in each home anxiously awaiting the arrival of each copy. We know also that the men of the home are almost equally as anxious as the women to read the *Canadian Home Journal*.

We know that the copies of this magazine are retained for reference or loaned to neighbors, and not used for the lighting of fires. We can also tell you how much of the advertising in the *Canadian Home Journal* may be duplicated in other publications read by our subscribers. This data tells just what other publications are read by our subscribers.

We know that the majority of our readers own



their own homes, and are therefore purchasers of permanent improvements. This gives them a standing in the community. They are not renters or persons who are here to-day and gone to-morrow. They are, as a rule, permanently located in the community in which they live. The fact that the average value of the property of the home is over \$7,000, makes it safe in saying that they are a comparatively well-off class of citizens.

We know the class of homes in which they live and the number of rooms in their houses, the method of heating their home, and if they have to light by lamps or if they simply press a button and light their rooms with electricity.

When mother starts to prepare the breakfast we can tell you whether she uses wood, coal or gas with which to cook the food, and as she turns for the articles necessary for the preparation of the breakfast, we can tell you what kind of a kitchen cabinet is in her kitchen.

If you desire to know, we can tell you if she uses Kellogg's Toasted Corn Flakes, Shredded Wheat, Postum goods, or prepares the breakfast with Quaker Oats.

Perhaps you would like to know what kind of silverware is used on the table with which to eat the breakfast.

It might be interesting to learn the kind of tooth paste or powder the family use after their meals.

The make of piano the children use upon which to practice, or perhaps they prefer an organ; if so, we can tell you the make of the organ and the number of organs owned by our subscribers.

We can tell you whether our subscribers have free mail delivery, or if the children have to call at the post office for letters on the way home from school.

After the breakfast is over, mother uses a vacuum cleaner. We can tell you the number of readers using vacuum cleaners. What brand of paints are used to paint the rooms as well as the outside of the house, what kind of toilet soap is used in the bath room, and the brand of soap used in the laundry.

Perhaps the number of children in the home make it necessary to make over some clothes, in which case dyeing is necessary. We can tell you the kind of dyes the family use. And so on, most of the duties and events that occur during the day we can give exact information as to the nature of the goods used and the makers' name, that will enable a person to picture in their mind not only the size of the home but its arrangement, its contents, and even how the woman

of the home dresses, for we have not only asked the ladies what kind of shoes they wear, but if they have a raincoat and what make of corsets are worn.

After the work of the day is done, the father may amuse the family and entertain visitors with a talking machine. We can tell you the kind used by our readers, or perhaps they may wish to take a "spin" in their automobile. We can tell you how many own automobiles and whether they use a Ford or a Cadillac.

The publisher of the Canadian Home Journal, when advertising manager of an agricultural paper some seven years ago, obtained in a similar manner, but through the mail a valuable amount of data concerning the readers of the paper, by which he was then employed. Since that time, Mr. Thos. Balmer, of the "Woman's World," has worked out the problem more fully, and it is with the experienced gained both personally and from Mr. Balmer that has made the obtaining of this data so successful.

We believe that the best returns up to date for propositions of this kind has been that one out of every seventy-two readers have answered the single advertisement. However, one out of every thirty-two readers of the Canadian Home Journal has co-operated in giving information to place before our advertisers.

The tabulated results are as follows:

QUESTION No. 1.

*"How many persons read your copy of this magazine?"*

| Number of Persons<br>Reading Copy. | Number of Homes |
|------------------------------------|-----------------|
| 1 .....                            | 743             |
| 2 .....                            | 3,779           |
| 3 .....                            | 4,716           |
| 4 .....                            | 4,942           |
| 5 .....                            | 3,876           |
| 6 .....                            | 2,455           |
| 7 .....                            | 1,389           |
| 8 .....                            | 969             |
| 9 .....                            | 517             |
| 10 .....                           | 549             |
| 11 .....                           | 194             |
| 12 .....                           | 194             |
| 14 .....                           | 65              |
| 15 .....                           | 32              |
| 16 .....                           | 32              |
|                                    | <hr/>           |
|                                    | 24,452          |

Many answered "several," "in the shop," etc., and these we have simply taken as the average.



The average number of readers for each copy of the Canadian Home Journal is 4.5. Multiply this by 26,000 August copies issued, and you will see that the average number of readers for August issue is 117,000.

We do not mean by this that each reader of the magazine is a possible purchaser, but it is an acknowledged fact that the woman in the home is the purchasing agent for over 80 per cent. of the goods purchased for home and personal use. This not only includes bonnets for the baby, but runs all the way down to the item of underwear for daddy.

These things must be considered by the advertiser when writing the advertisement. He must at all times remember that it is the woman in the home in the majority of cases that he must "sell" before a purchase is made.

#### QUESTION No. 2.

*"Do the men in your home read Canadian Home Journal?"*

|                    |        |
|--------------------|--------|
| Yes. . . . .       | 20,700 |
| Sometimes. . . . . | 2,070  |
| No. . . . .        | 3,230  |
|                    | <hr/>  |
|                    | 26,000 |

We were surprised to discover that so many of the men in the homes were readers of the Canadian Home Journal. We do not for a moment think that they are reading the Dressing table Page, but it is from the fact that in each issue there are short stories, serial stories and various articles that are of great interest to the men. This is why the men in 87 per cent. of the homes read our magazine.

#### QUESTION No. 3.

*"What becomes of your copy?"*

|                                |        |
|--------------------------------|--------|
| Save them. . . . .             | 15,826 |
| Given away. . . . .            | 9,044  |
| Destroy and no answer. . . . . | 1,130  |
|                                | <hr/>  |
|                                | 26,000 |

The splendid art work on the covers, the valuable receipts given and the interesting information given in each issue has the effect in over 60 per cent. of our readers saving their copies, while 37 per cent. of them are given to the neighbors which is another factor in increasing the selling power of the publication.

## QUESTION No. 4.

*"What other weekly or monthly magazines do you read?"*

|                                 |       |
|---------------------------------|-------|
| Ladies' Home Journal.....       | 4,608 |
| Family Herald and Weekly Star.. | 4,384 |
| Farmers' Advocate.....          | 3,040 |
| Western Home Monthly.....       | 2,144 |
| Weekly Globe.....               | 1,152 |
| Christian Guardian.....         | 1,056 |
| Montreal Witness.....           | 1,056 |
| Winnipeg Free Press.....        | 992   |
| North-West Farmer.....          | 992   |
| Woman's Home Companion.....     | 969   |
| Saturday Evening Post.....      | 937   |
| Farm and Dairy.....             | 832   |
| Sun. ....                       | 800   |
| Canada Monthly.....             | 800   |
| McCall's Magazine.....          | 775   |
| Presbyterian. ....              | 512   |
| Canadian Pictorial.....         | 480   |
| Delineator. ....                | 448   |
| Westminster. ....               | 448   |
| Everybody's. ....               | 416   |
| Northern Messenger.....         | 416   |
| Mail and Empire.....            | 416   |
| Canadian Farm.....              | 384   |
| Munsey. ....                    | 343   |
| Farm Journal.....               | 343   |
| Sentinel. ....                  | 323   |
| Collier's. ....                 | 323   |
| Grain Growers' Guide.....       | 323   |

The above table will show to what extent other publications are read by our subscribers. There were 180 publications named, but above list only includes those mentioned at least ten times.

## QUESTION No. 5.

*"What is the value of the property you occupy?"*

The answers show a list of over seventy different values, and from them we find the value of the property owned by the Canadian Home Journal readers ranges all the way from \$1,500, which is not very much, up to \$100,000. The average value of the property is \$7,159. This must be considered as an evidence that the readers are comparatively wealthy. No matter whether a person lives in Canada or elsewhere, if their property is valued at over \$7,000, it is taken for granted that they are in fairly comfortable circumstances. We had not thought that the property valuation would be as high as it is. However, the evidence is conclusive, and must be accepted as such.



## QUESTION No. 6.

*"Do you own or rent your home?"*

|                 |        |
|-----------------|--------|
| Own. . . . .    | 20,769 |
| Rent. . . . .   | 3,973  |
| Church. . . . . | 388    |
|                 | <hr/>  |
|                 | 25,130 |

We found that 80 per cent. of the readers owned their own home. Canada has for some time been known as a country where the majority of persons own their homes. We did not expect the average would reach 80 per cent.

80 per cent. own their homes, 17 per cent. rent, while the balance is taken care of in the fact that a few of our readers live on property owned by church authorities, and 3 per cent. did not answer the question.

## QUESTION No. 7.

*"How many rooms are in your home?"*

| Rooms.         | In Homes. |
|----------------|-----------|
| 3 " . . . . .  | 646       |
| 4 " . . . . .  | 1,034     |
| 5 " . . . . .  | 1,615     |
| 6 " . . . . .  | 2,164     |
| 7 " . . . . .  | 2,777     |
| 8 " . . . . .  | 3,896     |
| 9 " . . . . .  | 2,636     |
| 10 " . . . . . | 3,488     |
| 11 " . . . . . | 1,518     |
| 12 " . . . . . | 2,196     |
| 13 " . . . . . | 807       |
| 14 " . . . . . | 1,098     |
| 15 " . . . . . | 388       |
| 16 " . . . . . | 355       |
| 17 " . . . . . | 161       |
| 18 " . . . . . | 258       |
| 19 " . . . . . | 32        |
| 20 " . . . . . | 65        |
| 22 " . . . . . | 32        |
| 26 " . . . . . | 32        |

Another evidence of the value of the homes is borne out by the information secured that 8.87 is the average number of rooms in the homes of the Canadian Home Journal readers. One conclusion a person can draw from this information is that our readers should be purchasers of good furniture, house furnishings, and that they live in circumstances which warrant their purchasing extensively not only of the necessities but of the luxuries of life.

## QUESTION No. 8.

*"Do you use steam, hot water, hot air or stove to heat your homes?"*

|                    |        |
|--------------------|--------|
| Stoves. . . . .    | 19,800 |
| Hot air. . . . .   | 5,426  |
| Hot water. . . . . | 1,227  |
| Steam. . . . .     | 226    |
| Gas. . . . .       | 386    |
|                    | <hr/>  |
|                    | 27,065 |

From this it will be seen that some use two means of heating.

That the manufacturers of heating apparatus have not paid sufficient attention to rural sections is borne out by the fact that 74 per cent. still heat their homes with coal stoves. This state of affairs should not be allowed to exist, inasmuch as the size of the home and its value makes it much more economical to heat by a furnace, and no argument should be necessary to prove that the readers of the Canadian Home Journal are a splendid class amongst which to advertise up-to-date heating apparatus, and our advice to manufacturers is that they could, with advantage, pay more attention to this class of trade. The city trade is bound to come, but there is a large rural field that is not yet covered that should be one of the most profitable for the furnace manufacturer.

## QUESTION No. 9.

*"How do you light your home?"*

|                      |        |
|----------------------|--------|
| Oil lamps. . . . .   | 20,252 |
| Electricity. . . . . | 3,811  |
| Gas. . . . .         | 1,550  |
| Gasoline. . . . .    | 323    |
|                      | <hr/>  |
|                      | 25,936 |

Oil lamps are still used to light the majority of the homes. However, the introduction of Hydro-Electric power is having its influence, as 14 per cent. of our readers light their homes by electricity, and it is safe to say that inside of the next two years this number will be trebled, as plans are now under way to make it possible for a large number of rural residents to use electricity not only for lighting, but for the various operations in the rural home where power is needed.

## QUESTION No. 10.

*"Do you cook with coal, gas, wood, or oil?"*

|               |        |
|---------------|--------|
| Wood. . . . . | 18,476 |
| Coal. . . . . | 9,205  |



---

|                   |       |
|-------------------|-------|
| Oil. . . . .      | 2,907 |
| Gas. . . . .      | 2,810 |
| Gasoline. . . . . | 420   |

A great many, of course, use two, and perhaps three, kinds of fuel for cooking.

Over 50 per cent. of Canadian Home Journal readers use wood for cooking, 26 per cent. use coal, 9 per cent. use oil, and nearly 9 per cent. use gas. This data is very valuable to a stove manufacturer, as it tells him exactly what fuel is used by our readers in their stoves for cooking.

#### QUESTION No. 11.

*"What make of kitchen cabinet do you use?"*

|                             |       |
|-----------------------------|-------|
| Manson Campbell. . . . .    | 1,421 |
| Eaton's. . . . .            | 452   |
| Hamilton. . . . .           | 258   |
| Hoosier. . . . .            | 258   |
| Knetchel. . . . .           | 226   |
| National. . . . .           | 129   |
| Wingold. . . . .            | 97    |
| American. . . . .           | 65    |
| "No name on ours" . . . . . | 905   |
| Miscellaneous . . . . .     | 1,942 |
|                             | <hr/> |
|                             | 4,748 |

The Canadian Home Journal readers still require to be "sold" on kitchen cabinets. 81 per cent. do not use them. This may possibly mean that they have ample cupboard or pantry room with which they are satisfied. The up-to-date kitchen cabinet, however, contains so many features that they are almost a necessity both from an economic and time-saving standpoint. A greater number of readers should be users of kitchen cabinets, and we think more of them can be induced to purchase if the proper steps are taken to educate the women as to their necessity.

#### QUESTION No. 12.

*"Have you free mail delivery?"*

|              |        |
|--------------|--------|
| No. . . . .  | 18,248 |
| Yes. . . . . | 7,429  |
|              | <hr/>  |
|              | 25,678 |

There were very few who did not answer this question.

29 per cent. have free mail delivery. This is a splendid average when it is considered that rural free mail was introduced into Canada less than four years ago. These boxes are being placed in position and new

routes are being opened just as quickly as the work can be accomplished. It will not be long before most of the rural residents of Canada will have rural free mail delivery.

QUESTION. No. 13.

*"Do you use vacuum cleaner?"*

|              |        |
|--------------|--------|
| Yes. . . . . | 4,425  |
| No. . . . .  | 21,447 |
|              | <hr/>  |
|              | 25,872 |

The answers here provide for practically every copy issued.

We were pleased to learn that 17 per cent. of the readers own vacuum cleaners. This device is absolutely necessary in every home, and if a proper educational campaign is conducted, backed up by the right kind of advertising, there is no reason why inside of the next few years every home in Canada should not be equipped with one of these devices. They are an absolute necessity, not only from a labor-saving standpoint, but from the standpoint of health and sanitation. The Canadian Home Journal has for over two years conducted campaigns to further the use of these devices, and will continue to carry on the work until the majority of women realize they are an absolute necessity. It is quite possible to sell vacuum cleaners direct to subscribers by mail.

QUESTION No. 14.

*"Do you raise chickens?"*

|              |        |
|--------------|--------|
| Yes. . . . . | 20,349 |
| No. . . . .  | 5,651  |
|              | <hr/>  |
|              | 26,000 |

Every reply contained an answer to this question.

QUESTION. No. 15.

*"What incubator do you use?"*

|                        |       |
|------------------------|-------|
| Chatham. . . . .       | 1,324 |
| Peerless. . . . .      | 420   |
| Hamilton. . . . .      | 258   |
| Cyphers. . . . .       | 161   |
| Cypress. . . . .       | 97    |
| Tamline. . . . .       | 65    |
| Miscellaneous. . . . . | 323   |
|                        | <hr/> |
|                        | 2,648 |

We find that 78 per cent. of our readers raise chickens. We have for a long time claimed that the



Canadian Home Journal, reaching as it does the women on the farms, should be one of the best mediums in which to advertise incubators, because the women on the farms usually care for the poultry raising end of the business. It is therefore necessary to "convince" the women that incubators are a necessity to make poultry raising profitable. The fact that only 10 per cent. now use incubators is an evidence that more educational work is necessary. This educational campaign will be carried on in the immediate future with the assistance of the incubator manufacturers.

## QUESTION No 16.

*"What brand of paints do you use?"*

|                                   |        |
|-----------------------------------|--------|
| Sherwin-Williams. . . . .         | 14,406 |
| Martin-Senour. . . . .            | 1,938  |
| Canadian Paint Co. . . . .        | 1,938  |
| Stephen's. . . . .                | 937    |
| Ramsey's. . . . .                 | 710    |
| Robertson's. . . . .              | 517    |
| Minerva. . . . .                  | 452    |
| Eaton. . . . .                    | 258    |
| Toronto Lead and Color. . . . .   | 226    |
| Brandram-Henderson. . . . .       | 266    |
| Miscellaneous (18 makes). . . . . | 1,130  |
|                                   | <hr/>  |
|                                   | 22,738 |

Nearly 90 per cent. of our readers knew what brand of paints they use.

It is a high tribute to the wonderful selling organization and the splendid quality of the goods, and the advertising carried by the Sherwin-Williams Company that 63 per cent. of our readers use Sherwin-Williams paints.

It will be noticed that this data does not include the kinds of varnish used by Canadian Home Journal readers, which question was overlooked when making up the list.

## QUESTION No. 17—A.

*"What make of toilet soap do you use?"*

|                           |       |
|---------------------------|-------|
| Castile. . . . .          | 9,464 |
| Baby's Own. . . . .       | 4,070 |
| Royal Crown. . . . .      | 2,552 |
| Infants' Delight. . . . . | 1,357 |
| Fairy. . . . .            | 1,227 |
| Pears'. . . . .           | 711   |
| Colgate's. . . . .        | 581   |
| Vinolia. . . . .          | 323   |
| Rexall. . . . .           | 258   |

|                         |        |
|-------------------------|--------|
| Cuticura. . . . .       | 161    |
| Miscellaneous . . . . . | 3,677  |
|                         | <hr/>  |
|                         | 23,254 |

## QUESTION No. 17—B.

|                         |       |
|-------------------------|-------|
| Comfort. . . . .        | 7,784 |
| Sunlight. . . . .       | 5,297 |
| Fels Naphtha. . . . .   | 2,713 |
| Surprise. . . . .       | 2,649 |
| Lifebuoy. . . . .       | 1,130 |
| Taylor's Borax. . . . . | 970   |
| Richards'. . . . .      | 355   |
| Electric. . . . .       | 355   |
| Swift's. . . . .        | 226   |
| N.P. . . . .            | 290   |
| Eaton's. . . . .        | 194   |
| Ivory. . . . .          | 161   |
| Quick Naphtha. . . . .  | 129   |
| Sunny Monday. . . . .   | 129   |
| Miscellaneous. . . . .  | 1,610 |

Another surprise awaited us to find out that 40 per cent. of the readers use castile soap for toilet purposes. It is certainly a high tribute to the quality of castile soap and its popularity to note that such a large quantity is sold. This soap is extensively advertised by merchants, and is sold on its merits, which should prove to manufacturers that the public pay considerable attention to the quality of the goods they use, and that while advertising might sell a person once, yet, quality is absolutely necessary to retain the trade.

Baby's Own soap ranks very high with a percentage of 17½. This soap has been advertised for several years, and the manufacturers, the Albert Soap Company, have been regular advertisers in this publication. Laundry soap manufacturers are extensive advertisers of their goods, and "Comfort" heads the list with 30 per cent. of our readers using this brand.

## QUESTION No. 18.

*"What make of piano?"*

|                            |       |
|----------------------------|-------|
| Heintzman. . . . .         | 1,841 |
| Bell. . . . .              | 1,324 |
| Gerhard Heintzman. . . . . | 1,001 |
| Mason & Risch. . . . .     | 1,001 |
| Williams. . . . .          | 807   |
| Dominion. . . . .          | 743   |
| Newcombe. . . . .          | 710   |
| Karn. . . . .              | 258   |
| Mendelssohn. . . . .       | 226   |
| Morris. . . . .            | 194   |
| Nordheimer. . . . .        | 194   |



|                                    |        |
|------------------------------------|--------|
| Martin Orme. . . . .               | 129    |
| Uxbridge. . . . .                  | 129    |
| Willis. . . . .                    | 129    |
| Steinway. . . . .                  | 129    |
| Gourlay, Winter & Leeming. . . . . | 161    |
| Palmer. . . . .                    | 97     |
| Haines. . . . .                    | 97     |
| McMillan. . . . .                  | 97     |
| Weber. . . . .                     | 97     |
| Heintzman Player. . . . .          | 97     |
| Wormwith. . . . .                  | 97     |
| Miscellaneous (45 makes) . . . . . | 1,776  |
|                                    | <hr/>  |
|                                    | 10,323 |

67 different makes of pianos are used by the readers of the Canadian Home Journal. The Heintzman shows that 7 per cent. of our readers have this make. Perhaps a few of them using a "Gerhard Heintzman" have failed to mention the name "Gerhard." We can only give credit as the coupons were marked.

#### QUESTION No. 19.

*"What make of organ?"*

|                                    |       |
|------------------------------------|-------|
| Bell. . . . .                      | 2,875 |
| Dominion. . . . .                  | 1,518 |
| Doherty. . . . .                   | 1,357 |
| Karn. . . . .                      | 1,001 |
| Thomas. . . . .                    | 549   |
| Berlin. . . . .                    | 387   |
| Uxbridge. . . . .                  | 323   |
| Blatchford. . . . .                | 161   |
| Estey. . . . .                     | 129   |
| Kimball. . . . .                   | 129   |
| Goderich. . . . .                  | 97    |
| Sherlock Manning. . . . .          | 97    |
| Miscellaneous (35 makes) . . . . . | 1,357 |
|                                    | <hr/> |
|                                    | 9,980 |

Naturally the largest number of organs used by the Canadian Home Journal readers is that made by the Bell Company. We believe they are the largest firm in Canada, and as the make has always had a good reputation, and is well advertised, it is no wonder 11 per cent. of our readers use this instrument. The Dominion, Doherty and Karn all show up very well. There were 47 different makes represented in the homes of our readers.

#### QUESTION No. 20.

*"What talking machine?"*

|                  |       |
|------------------|-------|
| Edison . . . . . | 1,550 |
| Victor. . . . .  | 710   |

|                                    |       |
|------------------------------------|-------|
| Columbia. . . . .                  | 484   |
| Berliner. . . . .                  | 192   |
| Bell. . . . .                      | 65    |
| Eatonia. . . . .                   | 65    |
| Rex. . . . .                       | 65    |
| Miscellaneous (11 makes) . . . . . | 355   |
|                                    | <hr/> |
|                                    | 3,486 |

Edison talking machines are used by 6 per cent. of the Canadian Home Journal readers. It is rather surprising to learn that only 13½ per cent. of our readers own talking machines. There is no reason why more of our readers should not own talking machines, as they have the money to buy them, and are situated where it is difficult to obtain high-class talent, as is possible by persons living in the city. The manufacturers of talking machines should be users of larger space in this magazine.

#### QUESTION No. 21.

*"What tooth preparation do you use?"*

|                                    |        |
|------------------------------------|--------|
| Colgate's. . . . .                 | 5,265  |
| Euthymol. . . . .                  | 2,358  |
| Nadruco. . . . .                   | 1,809  |
| Rexall. . . . .                    | 1,163  |
| Sanitol. . . . .                   | 1,098  |
| Nyal's. . . . .                    | 807    |
| Rubifoam. . . . .                  | 646    |
| Calvert's. . . . .                 | 517    |
| Hutax. . . . .                     | 517    |
| Maw's. . . . .                     | 355    |
| Zymole. . . . .                    | 355    |
| Wampole's. . . . .                 | 392    |
| Sozodont. . . . .                  | 291    |
| Park & Park. . . . .               | 291    |
| Vinolia. . . . .                   | 258    |
| Williams'. . . . .                 | 222    |
| Watkins'. . . . .                  | 161    |
| Zodenta. . . . .                   | 129    |
| Chamberlain. . . . .               | 129    |
| Miscellaneous (50 makes) . . . . . | 2,584  |
|                                    | <hr/>  |
|                                    | 19,347 |

The Colgate Company out-distance all competitors in dental preparations. 20 per cent. of our readers use Colgate's tooth paste or powder. This company has for years used back covers on the Canadian Home Journal, and has always backed up their advertising by quality of goods. This, added to the splendid advertising they are carrying in other mediums, has

given them the largest sale of tooth preparations in Canada.

QUESTION No. 22.

*"What make of dyes do you use?"*

|                  |        |
|------------------|--------|
| Diamond. . . . . | 13,663 |
| Dyola. . . . .   | 6,643  |
| Maypole. . . . . | 710    |
| Turkish. . . . . | 388    |
|                  | <hr/>  |
|                  | 21,856 |

Nearly 80 per cent. use dyes of some kind.

This shows that they are of a thrifty nature, and use every effort to have their children dressed neatly.

QUESTION No. 23.

*"How many live in your home?"*

| Number of Persons. | Homes. | Total.  |
|--------------------|--------|---------|
| 1.....             | 194    | 194     |
| 2.....             | 3,068  | 6,136   |
| 3.....             | 3,521  | 10,563  |
| 4.....             | 5,136  | 20,544  |
| 5.....             | 4,619  | 23,095  |
| 6.....             | 3,553  | 21,318  |
| 7.....             | 2,067  | 14,469  |
| 8.....             | 1,873  | 14,984  |
| 9.....             | 937    | 8,433   |
| 10.....            | 549    | 5,490   |
| 11.....            | 129    | 1,419   |
| 12.....            | 129    | 1,548   |
| 15.....            | 33     | 495     |
| 16.....            | 32     | 512     |
|                    | <hr/>  | <hr/>   |
|                    | 25,840 | 129,200 |

That the families reading the Canadian Home Journal are fairly large is borne out by the fact that the average number of persons in the family is five. It is evident that when purchases are being made that they must be fairly extensive to supply five persons.

QUESTION No. 24.

*"Have you electric current in your home or will you have it soon?"*

|              |        |
|--------------|--------|
| No. . . . .  | 18,056 |
| Yes. . . . . | 6,236  |
|              | <hr/>  |
|              | 24,292 |

24 per cent. of the readers have electric current in their homes. This number will be greatly increased in the very near future, as the authorities in the rural districts throughout Canada are making extensive arrangements for Hydro-Electric power.



## QUESTION No. 25.

*"What make of washing machine do you use?"*

|                                   |       |
|-----------------------------------|-------|
| Cummer Dowsell. . . . .           | 3,585 |
| Connor & Son. . . . .             | 872   |
| Knoll. . . . .                    | 840   |
| 1900. . . . .                     | 840   |
| Maxwell. . . . .                  | 646   |
| 20th Century. . . . .             | 517   |
| Eaton. . . . .                    | 452   |
| Vollmer. . . . .                  | 388   |
| Wartman & Ward. . . . .           | 388   |
| Easy. . . . .                     | 388   |
| Pastime. . . . .                  | 355   |
| Box. . . . .                      | 323   |
| One Minute. . . . .               | 323   |
| Sunlight. . . . .                 | 323   |
| Miscellaneous (86 makes). . . . . | 5,523 |

---

15,763

Washing machines are extensively used, as 60 per cent. of our readers use either one make or another. The names of machines sent in and the number of makes represented was astonishing. There are dozens of makes represented that we never heard of before, which are likely of local manufacture and sale.

Some firms, of course, manufacture different makes, and we have endeavored as far as possible to identify them and place them under a common firm name.

## QUESTION No. 26.

*"Do you buy advertised articles?"*

|                    |        |
|--------------------|--------|
| Yes. . . . .       | 9,720  |
| Sometimes. . . . . | 10,304 |
| No. . . . .        | 5,006  |

---

25,030

The question, "Do you buy advertised articles?" brought some peculiar replies. It would be difficult in these days of extensive advertising to buy articles that are not advertised. The idea we wished to convey to our readers was, "Do you make a practice of buying advertised articles because they are advertised?" 38 per cent. answered "yes," 40 per cent. answered "sometimes." It is quite reasonable to combine the two and say 78 per cent. of our readers buy advertised articles. 19 per cent. answered "no," but their answers were not consistent with their answers given to other questions, such as the one referring to "What brand of baking powder do you purchase?" Many of them answered that they purchase "Magic Baking Powder,"

which is one of the most extensively advertised articles in Canada. It is quite easy to sum up the answers by saying that the majority of the Canadian Home Journal readers buy advertised articles because they read the advertisements and believe the claims set forth by advertisers.

The question, "Why they bought advertised articles?" brought forth a great variety of answers. The majority answered that they make a practice of buying advertised articles because in most instances they are more satisfactory than others, and in many instances are cheaper in the long run than articles that are not extensively advertised. The latter opinion, that of the articles being cheaper, puts an end to the argument that the average woman does not buy advertised articles because she believes she has to pay more for the article on account of it being advertised. Advertising as a rule increases the sales which leads to a larger production, and naturally a reduction in the cost of manufacture.

#### QUESTION No. 28.

*"Do you buy flower and vegetable seeds?"*

|              |        |
|--------------|--------|
| Yes. . . . . | 24,516 |
| No. . . . .  | 1,130  |
|              | <hr/>  |
|              | 25,646 |

95 per cent. purchased flower and vegetable seeds, which means that they take pride in their home surroundings and spend money to beautify their grounds. They are thrifty, as they take the trouble to cultivate the ground and raise a large quantity of vegetables. Only 5 per cent. answered that do not buy flower or vegetable seeds. What better medium could be obtained than the Canadian Home Journal for seed advertiser?

#### QUESTION No. 29.

*"Whose seeds do you buy?"*

|                             |        |
|-----------------------------|--------|
| Steele-Briggs. . . . .      | 4,716  |
| Rennie. . . . .             | 3,585  |
| Eaton. . . . .              | 1,453  |
| Simmers. . . . .            | 1,357  |
| McKenzie (Calgary). . . . . | 1,357  |
| Bruce. . . . .              | 807    |
| Ferry. . . . .              | 511    |
| Burpee. . . . .             | 161    |
| Keith. . . . .              | 129    |
| Local dealers . . . . .     | 3,779  |
|                             | <hr/>  |
|                             | 17,855 |

Quite a few neglected to answer this question.

It will be noticed that the Steele-Briggs Seed Company lead the list with 18 per cent. of our readers purchasing their seeds. The conclusion a person can reach from this information is that as the Steele-Briggs Seed Company are larger advertisers than any other seedmen in Canada, and it has paid them to advertise, as it is evident that they are getting the business.

#### QUESTION No. 30.

*"What make of corsets do you wear?"*

|                               |        |
|-------------------------------|--------|
| D. & A.....                   | 4,393  |
| Crompton. . . . .             | 4,134  |
| Acme. . . . .                 | 2,099  |
| Nemo. . . . .                 | 1,744  |
| Spirella. . . . .             | 1,550  |
| B.C. . . . .                  | 517    |
| Ferris. . . . .               | 484    |
| Bias. . . . .                 | 388    |
| P.N. . . . .                  | 355    |
| American Lady. . . . .        | 323    |
| Royal Worcester . . . . .     | 290    |
| D. & C.....                   | 226    |
| Kabo. . . . .                 | 226    |
| P.C. . . . .                  | 226    |
| Miscellaneous (51 makes)..... | 3,198  |
|                               | <hr/>  |
|                               | 20,153 |

Perhaps some of our readers may have thought that our questions were somewhat personal, but that has not stopped them from answering "What make of corsets do you wear?" We were anxious to find out just how extensive is the sale of American-made corsets in Canada. The above tables gives some interesting information.

#### QUESTION No. 31.

*"Have you a raincoat?"*

|              |        |
|--------------|--------|
| Yes. . . . . | 15,730 |
| No. . . . .  | 9,755  |
|              | <hr/>  |
|              | 25,485 |

60 per cent. of our readers own raincoats, while 40 per cent. are not so fortunate. We have often thought that raincoat manufacturers should be more extensive advertisers, and that the claim is a good one is found from the fact that almost 40 per cent., while wealthy enough to own raincoats, have not as yet purchased this very necessary article of apparel.



## QUESTION No. 32.

*"What make of shoes do you wear?"*

|                                     |        |
|-------------------------------------|--------|
| Empress. . . . .                    | 3,391  |
| Queen Quality . . . . .             | 2,099  |
| Slater. . . . .                     | 1,776  |
| Eatonia. . . . .                    | 1,098  |
| McCready. . . . .                   | 872    |
| McPherson. . . . .                  | 840    |
| Ames-Holden. . . . .                | 808    |
| Dorothy Dodd. . . . .               | 485    |
| Miscellaneous (114 makes) . . . . . | 7,235  |
|                                     | <hr/>  |
|                                     | 18,604 |

Although shoes made in the United States are usually referred to as being better shoes from several standpoints, yet a few Canadian makers have during the past few years specialized on ladies' shoes, and the above table demonstrates that their efforts have been appreciated, and that 19 per cent. of our readers are now wearing the Empress shoe, while other firms, such as the T. Eaton Company, McCready, McPherson, Slater, and Ames-Holden come along for a goodly share of the trade. The business of some of these firms could undoubtedly be increased if they were to advertise their brands more extensively. This is proved by the fact that although Queen Quality is an American-made shoe, yet 12 per cent. of the Canadian Home Journal readers wear that shoe, and they are content to pay the price asked, for which necessarily must include the duty. There were 122 makes of shoes represented in the replies sent in, but we have only given the principal ones in the above list.

## TABLE No. 33.

*"What make of catsup do you use?"*

|                                     |        |
|-------------------------------------|--------|
| Home made. . . . .                  | 13,469 |
| Heinz. . . . .                      | 743    |
| Snider's. . . . .                   | 549    |
| Blue Label. . . . .                 | 387    |
| H.P. . . . .                        | 258    |
| E. D. Smith. . . . .                | 130    |
| Miscellaneous (10 brands) . . . . . | 2,383  |
|                                     | <hr/>  |
|                                     | 17,919 |

It is not surprising to learn that 78 per cent. of Canadian Home Journal readers make their own catsup. They have not as yet learned that they can buy catsup from their grocer that is in many instances better than the home-made and does away with the worry and bother and expense of making their own.

The firm of H. J. Heinz sell their catsup to 3 per cent. of our readers who buy branded catsup. This is accounted for in several ways, mainly from the fact that their quality is unquestioned, they are extensive advertisers in United States publications coming into Canada, and they advertise in the Canadian Home Journal, which is the only publication at this writing used by this firm in Canada.

### QUESTION No. 34.

*"What tea do you use?"*

#### *Package Teas.*

|                               |       |
|-------------------------------|-------|
| Salada. . . . .               | 6,234 |
| Red Rose. . . . .             | 3,876 |
| Lipton's. . . . .             | 2,615 |
| Blue Ribbon. . . . .          | 2,455 |
| Daley's. . . . .              | 1,195 |
| Tetley's. . . . .             | 755   |
| Ocean. . . . .                | 549   |
| Melagama. . . . .             | 549   |
| Ridgeways. . . . .            | 387   |
| Miscellaneous blends. . . . . | 4,877 |

#### *Bulk Teas.*

|                 |       |
|-----------------|-------|
| Black. . . . .  | 1,162 |
| Green. . . . .  | 1,066 |
| Japan. . . . .  | 1,001 |
| Ceylon. . . . . | 1,001 |
| Mixed. . . . .  | 452   |

---

27,194

Some few of our readers change about, thus accounting for our extra number listed.

Over 70 blends of tea are represented in the answers to the question "What make of tea do you use?" Again, the most extensively advertised tea heads the list, that is, Salada. Red Rose, another good tea, is used by 15 per cent. of our readers. It is quite apparent from the list published above that even yet a number of persons simply go to their grocer and ask for Japan, green or some other tea that is sold in bulk.

### TABLE No. 35.

*"What baking powder do you use?"*

|                      |       |
|----------------------|-------|
| Magic. . . . .       | 8,172 |
| Royal. . . . .       | 1,938 |
| Blue Ribbon. . . . . | 1,163 |
| Forest City. . . . . | 1,033 |
| White Swan. . . . .  | 743   |
| Egg-O. . . . .       | 678   |

|                                    |        |
|------------------------------------|--------|
| Maple Leaf. . . . .                | 678    |
| Price's. . . . .                   | 614    |
| Ocean Wave. . . . .                | 614    |
| Kitchen Queen. . . . .             | 517    |
| English Cream. . . . .             | 452    |
| Gold Standard. . . . .             | 355    |
| Snowflake. . . . .                 | 323    |
| Red Rose. . . . .                  | 290    |
| Pure Gold. . . . .                 | 193    |
| Miscellaneous (87 makes) . . . . . | 5,297  |
|                                    | <hr/>  |
|                                    | 23,060 |

"Magic" heads the list of baking powder with 35 per cent. of our readers using this extensively advertised brand. It should be mentioned that while E. W. Gillett Company, Limited, are extensive advertisers in many publications, they have for some years used a half page in every issue of the Canadian Home Journal. This undoubtedly has had some effect on "Magic" having such a large proportion of sales among the Canadian Home Journal readers. The list published above contains many surprises. Some brands comparatively unknown to us have a large sale, while others that are better known have a surprisingly small sale.

TABLE NO. 36.

*"What flour do you use?"*

|                           |        |
|---------------------------|--------|
| Five Roses. . . . .       | 5,362  |
| Royal Household. . . . .  | 4,037  |
| Purity. . . . .           | 3,618  |
| Robin Hood. . . . .       | 1,098  |
| Gold Medal. . . . .       | 604    |
| Star. . . . .             | 387    |
| Sunbeam. . . . .          | 291    |
| Lily White. . . . .       | 291    |
| Monarch. . . . .          | 258    |
| Local mills, etc. . . . . | 7,655  |
|                           | <hr/>  |
|                           | 23,601 |

That money spent in advertising is a profitable investment is again demonstrated by the answers to the question, "What make of flour do you use?" "Five Roses," manufactured by the Lake-of-the-Woods Milling Company heads the list by a percentage of 22½. This firm has been conducting a vigorous campaign, and they have used a half page in each issue of the Canadian Home Journal for over a year. 2 per cent. of Canadian Home Journal readers use Gold Medal flour, which is of United States manufacture. In fact,



more of this brand is used than some of our own Canadian brands sent out by reputable milling companies that are not extensive advertisers.

### QUESTION No. 37.

*"What breakfast food do you use?"*

|                                       |        |
|---------------------------------------|--------|
| Oatmeal. . . . .                      | 9,302  |
| Kelloggs Corn Flakes. . . . .         | 6,912  |
| Shredded Wheat. . . . .               | 2,487  |
| Grape Nuts and Post Toasties. . . . . | 2,196  |
| Puffed Wheat and Puffed Rice. . . . . | 1,163  |
| Quaker Oats. . . . .                  | 1,163  |
| Cream of Wheat. . . . .               | 1,001  |
| Rolled Wheat. . . . .                 | 581    |
| Tilson's. . . . .                     | 517    |
| Force. . . . .                        | 475    |
| Gusto. . . . .                        | 388    |
| Flaked Wheat. . . . .                 | 355    |
| Corn Meal. . . . .                    | 232    |
| Wheatlets. . . . .                    | 232    |
| Malta Vita. . . . .                   | 290    |
| Miscellaneous (23 kinds). . . . .     | 743    |
|                                       | <hr/>  |
|                                       | 27,006 |

The answers indicate that they like a variety in breakfast foods.

Manufactured breakfast foods are rapidly overhauling the old-fashioned oatmeal as a breakfast food. Kelloggs Toasted Corn Flakes are used by 25 per cent. of our readers. Shredded Wheat shows nearly 10 per cent. It is quite possible that Quaker Oats or Tilsons' Oats is used by a number of the persons stating that they use Oatmeal as the quantity of Quaker Oats shown to be used by Canadian Home Journal readers is by no means as large as we are safe in saying is actually used. The questions were probably confusing, and many of the readers possibly did not think it important enough to mention the fact that while they used oatmeal, yet they were using Quaker Oats or Tilsons' Oats. The products of the Postum Cereal Company ("Grape Nuts" and "Post Toasties") show very well, with a combined showing of over 8 per cent. It is quite safe to say that 75 per cent. of the Canadian Home Journal readers use prepared breakfast foods and that the old-fashioned bulk oatmeal is going rapidly out of date.

## QUESTION No. 38.

*"What silverware do you use?"*

|                                   |        |
|-----------------------------------|--------|
| 1847 Rogers. . . . .              | 15,342 |
| Sterling. . . . .                 | 807    |
| Sheffield. . . . .                | 291    |
| Imperial. . . . .                 | 259    |
| Community. . . . .                | 226    |
| Wm. Rogers. . . . .               | 161    |
| Toronto Silver Plate. . . . .     | 230    |
| Ryrie. . . . .                    | 97     |
| Jos. Rogers. . . . .              | 97     |
| Nickle silverware. . . . .        | 1,098  |
| Miscellaneous (41 makes). . . . . | 2,035  |
|                                   | <hr/>  |
|                                   | 20,899 |

High quality silverware is extensively used by the Canadian Home Journal readers, but the answers to the question were somewhat confusing. Some merely mentioned the name "Rogers," some "Rogers 1847," others "Rogers Bros." Those using the word only "Rogers" and "Rogers 1847" have been combined, and give 57 per cent. of readers using what we believe we are safe in saying is "Rogers 1847." Other makers' names and quantities are given above.

## QUESTION No. 39.

*"What automobile?"*

|                     |       |
|---------------------|-------|
| Ford . . . . .      | 880   |
| McLaughlin. . . . . | 420   |
| Cadillac. . . . .   | 194   |
| Everitt. . . . .    | 129   |
| Overland. . . . .   | 97    |
| Flanders. . . . .   | 97    |
| Russell. . . . .    | 65    |
| E. M. F. . . . .    | 65    |
| Hupmobile. . . . .  | 65    |
|                     | <hr/> |
|                     | 1,940 |

7½ per cent. of the readers own automobiles. This is surprisingly small when you consider that the average value of the property owned is over seven thousand dollars. Canadian Home Journal readers should make one of the most profitable class of readers among which to advertise automobiles. There is not a class of citizens that have more use for them or are better able to pay for them, and it is a fact worthy of notice that many of the automobile manufacturers are devoting more attention to advertising in publications having a rural circulation.

## QUESTION No. 40.

*"Do advertised articles give satisfaction?"*

|                    |       |
|--------------------|-------|
| Yes. . . . .       | 9,496 |
| Usually. . . . .   | 6,266 |
| Sometimes. . . . . | 4,587 |
| No. . . . .        | 743   |

---

 21,092

Advertised articles apparently are giving satisfaction, as the above data will show. Of course, it must be considered that advertised articles do not always give satisfaction, simply because it is almost impossible to satisfy some persons. The article is yet to be manufactured that will give entire satisfaction to every person. However, 60 per cent, is very good for those who answer "yes" and "usually."

*Married or Single.*

|                    |        |
|--------------------|--------|
| Mrs. . . . .       | 17,939 |
| Miss. . . . .      | 5,691  |
| Mr. . . . .        | 746    |
| No prefix. . . . . | 1,518  |

---

 25,894

That the Canadian Home Journal is subscribed for by the purchasing member of the household is borne out by the fact that 67 per cent. of the coupons sent in were signed by a woman using the prefix "Mrs." The conclusion is that the mother is a close reader of our magazine, and has taken the time to answer the questions. Which must indicate that they read the advertisements.

An interesting feature of the analysis may be the knowledge of what parts of the Dominion contributed the replies to the questions. It will be noticed that 68 per cent. of the answers came from Ontario, which is only natural when you consider the greater part of our circulation is in that province.

Answers were received from the different provinces of the Dominion in the following proportion:

|                               | Per cent. |
|-------------------------------|-----------|
| Ontario. . . . .              | 68        |
| Saskatchewan. . . . .         | 12½       |
| Manitoba. . . . .             | 5         |
| Alberta. . . . .              | 5         |
| British Columbia. . . . .     | 4         |
| Nova Scotia. . . . .          | 2         |
| New Brunswick. . . . .        | 2         |
| Quebec. . . . .               | 1         |
| Prince Edward Island. . . . . | ½         |
| Newfoundland. . . . .         | ½         |



We have not by any means analyzed the answers to the questions from every standpoint, and for that reason the full information is given that advertisers may analyze the data as they see fit. It is beyond question, however, that the data contained in the foregoing pages should be of great assistance in determining the wealth, social position and standing in the community of the Canadian Home Journal readers.

## A Sworn Detailed Statement of Circulation

which was audited and certified to by N. L. Martin & Co., Auditors, Toronto, is published on the following pages.

This statement was computed March. 1912. Since that time the circulation has steadily increased.

Exact figures of present circulation will be furnished on application.



# CIRCULATION STATEMENT

OF THE

## Canadian Home Journal

---



A SWORN  
DETAILED STATEMENT  
OF THE  
ACTUAL NET PAID IN  
ADVANCE CIRCULATION  
BY POST OFFICES AND  
COUNTIES IN ONTARIO  
AND THE OTHER PROVINCES OF  
CANADA

MARCH 1912

This statement has been audited by N. L. Martin & Co.  
Their certificate is published on page 32.

READ THIS

# Guarantee

IT IS PUBLISHED IN EVERY ISSUE  
OF THE CANADIAN HOME JOURNAL

Readers of the "Canadian Home Journal" are fully protected when buying from any of our advertisers. We know that every advertiser in this issue is reliable, and that our readers will be dealt with fairly and honorably. Should any of our readers have an unsatisfactory dealing with any of our advertisers we will undertake to have a satisfactory adjustment made or the money refunded. This absolute guarantee is good only when our readers tell advertisers when dealing with them that their advertisement was seen in the "Canadian Home Journal."

N. L. MARTIN & CO.

ASSIGNEES

TORONTO MONTREAL WINNIPEG

64 WELLINGTON ST. WEST

Proves Main 2878  
2879  
2880

TORONTO, March, 25-1918

We have carefully examined the Subscription Books and Records of The Canadian Home Journal and compared the same with the analysis given in the foregoing pages and are in a position to certify to the correctness of such analysis. We further find that all the subscriptions which are included in these totals are, according to such records, paid in advance and that none of the said subscriptions are overdue.

Yours truly,

*N. L. Martin*

*The above is an exact reproduction of the certificate issued by N. L. Martin.*



# Official Declaration

---

DOMINION OF CANADA

City of Toronto

To Wit :

I, Edward Williams, of the City of Toronto, in the County of York,

Circulation Manager of the CANADIAN HOME JOURNAL, do solemnly declare :

That the following is a true, correct and accurate statement of the bona-fide actual net circulation of the CANADIAN HOME JOURNAL, and of the distribution of that circulation for March, 1912.

And I make this solemn declaration, conscientiously believing it to be true, and knowing that it is of the same force and effect as if made under oath, and by virtue of the Canada Evidence Act.

Declared before me, this 27th day of March, 1912.

H. R. FRANKLAND, J. P.

E. WILLIAMS,

Circulation Manager.

# Summary of Provinces

On March 27, 1912.

---

|                                 |        |
|---------------------------------|--------|
| ALBERTA .....                   | 796    |
| BRITISH COLUMBIA AND YUKON..... | 1,119  |
| MANITOBA .....                  | 1,094  |
| NEW BRUNSWICK .....             | 465    |
| NOVA SCOTIA .....               | 557    |
| ONTARIO .....,.....             | 14,597 |
| PRINCE EDWARD ISLAND .....      | 74     |
| QUEBEC .....                    | 414    |
| SASKATCHEWAN .....              | 1,233  |
| <hr/>                           |        |
| Total in Canada.....            | 20,349 |
| <br>                            |        |
| GREAT BRITAIN AND FOREIGN ..... | 94     |
| NEWFOUNDLAND .....              | 127    |
| UNITED STATES .....             | 150    |
| <hr/>                           |        |
| TOTAL PAID IN ADVANCE SUB-      |        |
| SCRIPTIONS .....                | 20,720 |
| <br>                            |        |
| NEWSDEALERS .....               | 1,079  |
| ADVERTISERS .....               | 302    |
| EXCHANGE .....                  | 102    |
| COMPLIMENTARY .....             | 27     |
| CANVASSERS .....                | 135    |
| <hr/>                           |        |
| GRAND TOTAL .....               | 22,365 |
| <br>                            |        |
| TOTAL IN ONTARIO .....          | 14,597 |
| TOTAL IN CANADA OUTSIDE OF      |        |
| ONTARIO .....                   | 5,752  |
| TOTAL WEST OF PORT ARTHUR       | 5,420  |
| TOTAL EAST OF MONTREAL ....     | 1,510  |

---

Since this statement was compiled the circulation has increased to 28,000 in November, 1912.



|                      |     |                       |     |
|----------------------|-----|-----------------------|-----|
| White River .....    | 1   | Pine River .....      | 2   |
| Wikwemikong .....    | 1   | Port Elgin .....      | 10  |
|                      | 386 | Purple Valley .....   | 1   |
| BRANT                |     | Reids Corners .....   | 1   |
| Alford Jet. ....     | 2   | Ripley .....          | 24  |
| Ameronto .....       | 1   | Sauble Falls .....    | 1   |
| Brantford .....      | 86  | Skipness .....        | 2   |
| Burford .....        | 29  | Solway .....          | 1   |
| Burtch .....         | 2   | Spry .....            | 3   |
| Cainsville .....     | 16  | Southampton .....     | 1   |
| Cathcart .....       | 9   | Tara .....            | 24  |
| Corbyville .....     | 3   | Teeswater .....       | 25  |
| Echo Place .....     | 1   | Tiverton .....        | 4   |
| Fairfield Plain .... | 2   | Underwood .....       | 3   |
| Falkland .....       | 1   | Vesta .....           | 1   |
| Glenmorris .....     | 8   | Walkerton .....       | 23  |
| Grandview .....      | 8   | Wiarton .....         | 10  |
| Harrisburg .....     | 1   | Williscroft .....     | 6   |
| Mohawk .....         | 16  |                       | 355 |
| Mount Vernon ....    | 1   | CARLETON              |     |
| New Durham .....     | 7   | Antrim .....          | 11  |
| Newport .....        | 2   | Billings Bridge ..... | 1   |
| Oakland .....        | 3   | Bowesville .....      | 1   |
| Onondaga .....       | 12  | Carp .....            | 10  |
| Paris .....          | 47  | Carsonby .....        | 2   |
| Scotland .....       | 10  | Cummings Bridge.      | 1   |
| St. George .....     | 15  | Diamond .....         | 1   |
| Tuscarora .....      | 9   | Dunrobin .....        | 1   |
|                      | 291 | Galetta .....         | 2   |
| BRUCE                |     | Grafton .....         | 2   |
| Allenford .....      | 23  | Greenfield .....      | 1   |
| Arkwright .....      | 5   | Harbord .....         | 1   |
| Belmore .....        | 5   | Hazeldean .....       | 1   |
| Bervie .....         | 5   | Huntley .....         | 5   |
| Burgoyne .....       | 5   | Kars .....            | 15  |
| Chesley .....        | 6   | Kenmore .....         | 2   |
| Chippawa Hill ....   | 1   | Kilmaurs .....        | 1   |
| Colpoys Bay .....    | 2   | Kinburn .....         | 3   |
| Dunblane .....       | 3   | Lansdowne .....       | 1   |
| Durham .....         | 15  | Leitrim .....         | 1   |
| Dyers Bay .....      | 1   | Manotick .....        | 7   |
| Elmwood .....        | 8   | Marchhurst .....      | 3   |
| Formosa .....        | 1   | Metcalfe .....        | 2   |
| French Bay .....     | 2   | North Gower .....     | 6   |
| Glamis .....         | 1   | Osgoode Sta. ....     | 1   |
| Greenock .....       | 1   | Ottawa .....          | 59  |
| Hepworth .....       | 12  | Panmure .....         | 2   |
| Holyrood .....       | 2   | Ramsayville .....     | 1   |
| Kincardine .....     | 23  | Reeve Craig .....     | 1   |
| Kingarf .....        | 1   | Scobie .....          | 1   |
| Kinloss .....        | 2   | South Match .....     | 4   |
| Lion's Head .....    | 17  | Stittsville .....     | 4   |
| Lisburn .....        | 1   | Westboro .....        | 2   |
| Lorne .....          | 1   | Wicklów .....         | 7   |
| Lucknow .....        | 26  |                       | 163 |
| Lurgan .....         | 2   | DUFFERIN              |     |
| Malcolm .....        | 3   | Amaranth Sta. ....    | 1   |
| Mildmay .....        | 6   | Bowling Green ...     | 6   |
| Millarton .....      | 1   | Collbeck .....        | 3   |
| Mount Hope .....     | 2   | Canover .....         | 1   |
| Paisley .....        | 12  | Corbetton .....       | 5   |
| Park Head .....      | 17  | Grand Valley .....    | 49  |
| Pike Bay .....       | 1   | Honeywood .....       | 12  |



|                    |     |                     |    |
|--------------------|-----|---------------------|----|
| Hornings Mills ... | 10  | Manvers Sta. ....   | 2  |
| Laurel .....       | 14  | Millbrook .....     | 52 |
| Lavender .....     | 1   | Millbrook Sta. .... | 1  |
| Marsville .....    | 12  | Morrow .....        | 7  |
| Monticello .....   | 6   | Mount Pleasant ...  | 13 |
| Mulmur .....       | 1   | Nestleton .....     | 15 |
| Orangeville .....  | 23  | Nestleton Sta. .... | 3  |
| Orton .....        | 6   | Newcastle .....     | 3  |
| Peepabun .....     | 5   | Oak .....           | 2  |
| Primrose .....     | 2   | Orono .....         | 29 |
| Reading .....      | 3   | Osaca .....         | 2  |
| Redickville .....  | 1   | Perrytown .....     | 8  |
| Relessey .....     | 1   | Pontypool .....     | 2  |
| Shelburne .....    | 11  | Port Hope .....     | 21 |
| Shrigley .....     | 3   | Purple Hill .....   | 6  |
| Whitfield .....    | 3   | Solina .....        | 31 |
| Whittington .....  | 1   | Starkville .....    | 3  |
|                    |     | Tyrone .....        | 3  |
|                    | 180 | Welcome .....       | 3  |
|                    |     | Wesleyville .....   | 3  |

## DUNDAS

|                    |    |  |  |
|--------------------|----|--|--|
| Bouck's Hill ..... | 1  |  |  |
| Chesterville ..... | 26 |  |  |
| Colquhoun .....    | 1  |  |  |
| Dunbar .....       | 1  |  |  |
| Elma .....         | 1  |  |  |
| Hallville .....    | 1  |  |  |
| Hulbert .....      | 1  |  |  |
| Inkerman .....     | 1  |  |  |
| Iroquois .....     | 1  |  |  |
| Melvin .....       | 1  |  |  |
| Morewood .....     | 13 |  |  |
| Morrisburg .....   | 10 |  |  |
| Mountain .....     | 1  |  |  |
| Ormond .....       | 1  |  |  |
| Reids Mills .....  | 1  |  |  |
| Williamsburg ..... | 2  |  |  |
| Winchester .....   | 7  |  |  |
|                    | 70 |  |  |

## DURHAM

|                    |    |  |  |
|--------------------|----|--|--|
| Ballyduff .....    | 2  |  |  |
| Bethany .....      | 2  |  |  |
| Blackstock .....   | 4  |  |  |
| Bowmanville ....   | 57 |  |  |
| Burketon .....     | 1  |  |  |
| Cadmus .....       | 2  |  |  |
| Caesarea .....     | 2  |  |  |
| Campbellcroft .... | 6  |  |  |
| Canton .....       | 1  |  |  |
| Cavan .....        | 5  |  |  |
| Charlecote .....   | 6  |  |  |
| Clarke .....       | 6  |  |  |
| Courtice .....     | 4  |  |  |
| Darlington .....   | 1  |  |  |
| Enfield .....      | 2  |  |  |
| Enniskillen .....  | 7  |  |  |
| Franklin .....     | 1  |  |  |
| Fraserville .....  | 1  |  |  |
| Garden Hill .....  | 5  |  |  |
| Hampton .....      | 37 |  |  |
| Haydon .....       | 1  |  |  |
| Ida .....          | 4  |  |  |
| Janetville .....   | 4  |  |  |
| Kendall .....      | 5  |  |  |
| Leskard .....      | 1  |  |  |

## ELGIN

|                    |    |
|--------------------|----|
| Adrian .....       | 1  |
| Aldboro .....      | 6  |
| Ariss .....        | 3  |
| Aylmer .....       | 31 |
| Bayham .....       | 6  |
| Catlon .....       | 1  |
| Campbellton .....  | 1  |
| Copenhagen .....   | 2  |
| Dunboyne .....     | 2  |
| Dutton .....       | 9  |
| Fingal .....       | 19 |
| Iona .....         | 8  |
| Iona Sta. ....     | 3  |
| Kingsmill .....    | 11 |
| Luton .....        | 8  |
| Lyons .....        | 12 |
| Mapleton .....     | 8  |
| Orwell .....       | 1  |
| Port Burwell ..... | 2  |
| Port Stanley ..... | 4  |
| Rodney .....       | 19 |
| Shedden .....      | 1  |
| South Woodslee ..  | 20 |
| Sparta .....       | 1  |
| Springfield .....  | 3  |
| St. Thomas .....   | 19 |
| Talbotville .....  | 1  |
| Tyrconnell .....   | 1  |
| Wallacetown .....  | 9  |
| West Lorne .....   | 1  |
| Vienna .....       | 2  |
| Yarmouth Centre..  | 2  |

217

## ESSEX

|                   |    |
|-------------------|----|
| Amherstburg ....  | 13 |
| Blytheswood ..... | 3  |
| Colchester .....  | 1  |
| Comber .....      | 30 |
| Cottam .....      | 11 |
| Crinan .....      | 1  |
| Dexter .....      | 3  |

|                     |    |                    |    |
|---------------------|----|--------------------|----|
| Edgar's Mills ..... | 2  | North Lancaster .. | 1  |
| Elford .....        | 1  | Summerstown .....  | 2  |
| Elmstead .....      | 1  | Summerstown Sta..  | 1  |
| Essex .....         | 18 | Williamstown ..... | 4  |
| Goldsmith .....     | 1  |                    |    |
| Harrow .....        | 18 |                    | 63 |
| Jackson's Cor. .... | 2  |                    |    |
| Kingsville .....    | 25 |                    |    |
| Leamington .....    | 35 |                    |    |
| Maidstone .....     | 1  |                    |    |
| North Malden .....  | 1  |                    |    |
| North Ridge .....   | 1  |                    |    |
| Oldcastle .....     | 1  |                    |    |
| Olinda .....        | 4  |                    |    |
| Oxley .....         | 3  |                    |    |
| Pelee Island .....  | 2  |                    |    |
| Ruscom .....        | 2  |                    |    |
| Ruthven .....       | 8  |                    |    |
| Sandwich .....      | 1  |                    |    |
| Staples .....       | 10 |                    |    |
| Strangfield .....   | 1  |                    |    |
| Tecumseh .....      | 1  |                    |    |
| Walkerville .....   | 2  |                    |    |
| Windsor .....       | 24 |                    |    |
| Woodslee .....      | 9  |                    |    |

236

## FRONTENAC

|                     |     |
|---------------------|-----|
| Barriefield .....   | 1   |
| Battersea .....     | 1   |
| Bedford Mills ..... | 1   |
| Burridge .....      | 1   |
| Catarauqui .....    | 1   |
| Cole Lake .....     | 1   |
| Collins Bay .....   | 2   |
| Godfrey .....       | 1   |
| Harrowsmith .....   | 1   |
| Hartington .....    | 1   |
| Kepler .....        | 1   |
| Kingston .....      | 240 |
| McLarens Depot ..   | 2   |
| Murvale .....       | 1   |
| Petworth .....      | 1   |
| Portsmouth .....    | 20  |
| Sharbot Lake .....  | 2   |
| Shapston .....      | 1   |
| Sydenham .....      | 1   |
| Washburn .....      | 1   |
| Willetsholme .....  | 1   |

281

## GLENGARRY

|                       |    |
|-----------------------|----|
| Alexandria .....      | 1  |
| Apple Hill .....      | 5  |
| Bainsville .....      | 2  |
| Dalkeith .....        | 2  |
| Dominionville .....   | 4  |
| Glen Sandfield .....  | 1  |
| Grant's Corners ..... | 1  |
| Kirkhill .....        | 2  |
| Lancaster .....       | 2  |
| Lochiel .....         | 3  |
| Martintown .....      | 12 |
| Maxville .....        | 15 |
| McCrimmon .....       | 5  |

## GRENVILLE

|                     |    |
|---------------------|----|
| Actons Corners ...  | 1  |
| Algonquin .....     | 4  |
| Blue Ch. Road ...   | 1  |
| Cardinal .....      | 7  |
| Charlesville .....  | 1  |
| Farmers Union ...   | 1  |
| Heckston .....      | 1  |
| Kempton .....       | 1  |
| Kemptville .....    | 15 |
| Maynard .....       | 4  |
| Merrickville .....  | 9  |
| Miller's Corners .. | 1  |
| North Augusta ...   | 1  |
| Oxford Mills .....  | 7  |
| Pittston .....      | 1  |
| Prescott .....      | 13 |
| Spencerville .....  | 4  |

72

## GREY

|                    |    |
|--------------------|----|
| Allan Park .....   | 1  |
| Alsfeldt .....     | 1  |
| Annan .....        | 10 |
| Arnott .....       | 1  |
| Ayton .....        | 9  |
| Badjeros .....     | 9  |
| Banks .....        | 4  |
| Bayview .....      | 2  |
| Beaverdale .....   | 1  |
| Blantyre .....     | 1  |
| Bognor .....       | 3  |
| Brookholm .....    | 4  |
| Cedarville .....   | 5  |
| Ceylon .....       | 5  |
| Chatsworth .....   | 17 |
| Clarksburg .....   | 6  |
| Clavering .....    | 10 |
| Craigleith .....   | 2  |
| Crawford .....     | 1  |
| Colenso .....      | 1  |
| Desboro .....      | 1  |
| Dromore .....      | 7  |
| Dundalk .....      | 13 |
| Durham .....       | 4  |
| Edge Hill .....    | 1  |
| Elmhedge .....     | 1  |
| Eugenia .....      | 4  |
| Fairmount .....    | 1  |
| Feversham .....    | 3  |
| Flesherton .....   | 45 |
| Gibraltar .....    | 3  |
| Habermehl .....    | 1  |
| Hanover .....      | 12 |
| Heathcote .....    | 9  |
| Hoathhead .....    | 1  |
| Holland Centre ... | 1  |
| Hoolstein .....    | 2  |
| Hopeville .....    | 9  |

|                     |       |                      |     |
|---------------------|-------|----------------------|-----|
| Jackson .....       | 1     | Lowbanks .....       | 1   |
| Johnson .....       | 1     | Lythmore .....       | 2   |
| Keady .....         | 4     | Mount Healy .....    | 1   |
| Kemble .....        | 24    | Nanticoke .....      | 12  |
| Keward .....        | 1     | Nelles Corners ..... | 4   |
| Kilsyth .....       | 11    | North Seneca .....   | 5   |
| Kimberley .....     | 6     | Oneida .....         | 1   |
| Kolapore .....      | 1     | Rainham .....        | 1   |
| Lake Charles .....  | 1     | Rainham Centre. .    | 11  |
| Lamlash .....       | 2     | Sandusk .....        | 6   |
| Leith .....         | 4     | Selkirk .....        | 8   |
| Louise .....        | 4     | South Cayuga .....   | 6   |
| Markdale .....      | 10    | Springvale .....     | 1   |
| Massie .....        | 1     | Varency .....        | 3   |
| Maxwell .....       | 1     | Willow Grove .....   | 4   |
| Meaford .....       | 29    | York .....           | 13  |
| Morley .....        | 1     |                      |     |
| Neustadt .....      | 1     |                      | 239 |
| North Keppel .....  | 1     | HALIBURTON           |     |
| Orchard .....       | 1     | Alsaw .....          | 1   |
| Owen Sound .....    | 595   | Gelert .....         | 3   |
| Oxenham .....       | 4     | Gooderham .....      | 1   |
| Oxmead .....        | 4     | Haliburton .....     | 10  |
| Peabody .....       | 1     | Highland Grove ..    | 1   |
| Portlaw .....       | 3     | Irondale .....       | 6   |
| Presque Isle .....  | 2     | Lochlin .....        | 1   |
| Pretty River Val..  | 2     | Minden .....         | 15  |
| Priceville .....    | 12    | West Guilford ....   | 2   |
| Proton Sta. ....    | 1     |                      |     |
| Ravenna .....       | 9     |                      | 40  |
| Robb .....          | 1     | HALTON               |     |
| Rob Roy .....       | 2     | Acton .....          | 13  |
| Rocklyn .....       | 9     | Appleby .....        | 3   |
| Shalloy Lake .....  | 2     | Ashgrove .....       | 1   |
| Silcote .....       | 1     | Boyne .....          | 1   |
| Strathaven .....    | 1     | Bronte .....         | 2   |
| Squire .....        | 4     | Burlington .....     | 58  |
| Sullivan Mills .... | 1     | Drumquin .....       | 3   |
| Swinton Park .....  | 2     | Esquesing .....      | 1   |
| Thornbury .....     | 7     | Freeman .....        | 12  |
| Top Cliff .....     | 1     | Georgetown .....     | 3   |
| Vandeleur .....     | 28    | Glenorchy .....      | 1   |
| Ventry .....        | 2     | Glen Williams ....   | 2   |
| Varney .....        | 1     | Hornby .....         | 1   |
| Walters Falls ....  | 20    | Kilbride .....       | 4   |
| Wareham .....       | 1     | Merton. ....         | 1   |
| Waudby .....        | 1     | Milton .....         | 5   |
| Williamsford .....  | 3     | Milton West .....    | 3   |
| Woodford .....      | 2     | Mount Nemo .....     | 1   |
|                     |       | Nelson .....         | 9   |
|                     | 1,038 | Norval .....         | 4   |
| HALDIMAND           |       | Oakville .....       | 30  |
| Balmoral .....      | 2     | Omagh .....          | 3   |
| Caledonia .....     | 66    | Palermo .....        | 9   |
| Canboro .....       | 1     | Port Nelson .....    | 1   |
| Canfield .....      | 2     | Sheridan .....       | 21  |
| Cayuga .....        | 11    | Sniders Corners ..   | 3   |
| Cheapside .....     | 7     | Tansley .....        | 2   |
| Clanbrassil .....   | 2     | Trafalgar .....      | 11  |
| Cranston .....      | 12    |                      |     |
| Decewsville .....   | 7     |                      | 208 |
| Dunnville .....     | 17    | HASTINGS             |     |
| Franconia .....     | 1     | Anson .....          | 1   |
| Hagersville .....   | 25    | Bancroft .....       | 14  |
| Jarvis .....        | 7     | Bannockburn .....    | 2   |

|                       |     |                     |    |
|-----------------------|-----|---------------------|----|
| Belleville .....      | 30  | Ethel .....         | 12 |
| Bellview .....        | 4   | Exeter .....        | 7  |
| Blessington .....     | 9   | Farquhar .....      | 1  |
| Boulter .....         | 1   | Fordwich .....      | 15 |
| Cannifton .....       | 2   | Goderich .....      | 28 |
| Chatterton .....      | 3   | Gorrie .....        | 4  |
| Cooper .....          | 1   | Greenway .....      | 2  |
| Corbyville .....      | 3   | Hensall .....       | 3  |
| Delora .....          | 1   | Harpley .....       | 1  |
| Deseronto .....       | 2   | Kintail .....       | 2  |
| Detlor .....          | 1   | Kippen .....        | 2  |
| Egan Creek .....      | 1   | Lochlash .....      | 2  |
| Eldorado .....        | 8   | Londesboro .....    | 11 |
| Empey .....           | 5   | Newbridge .....     | 1  |
| Fort Stewart .....    | 2   | Nile .....          | 2  |
| Foxboro .....         | 24  | Porters Hill .....  | 1  |
| Frankford .....       | 21  | Seaforth .....      | 14 |
| Gilead .....          | 1   | St. Augustine ..... | 1  |
| Glen Miller .....     | 1   | St. Helens .....    | 7  |
| Hartsmere .....       | 1   | Thames Road .....   | 1  |
| L'Amble .....         | 5   | Walton .....        | 11 |
| Lonsdale .....        | 1   | Westfield .....     | 1  |
| Madoc .....           | 16  | Wingham .....       | 23 |
| Malone .....          | 1   | Winthrop .....      | 1  |
| Marmora .....         | 19  | Wroxeter .....      | 3  |
| Marysville .....      | 1   |                     |    |
| Melrose .....         | 6   |                     |    |
| Millbridge .....      | 1   |                     |    |
| Plainfield .....      | 2   |                     |    |
| Queensboro .....      | 19  |                     |    |
| Read .....            | 1   |                     |    |
| Rose Island .....     | 2   |                     |    |
| Roslin .....          | 1   |                     |    |
| Shannonville .....    | 8   |                     |    |
| Sidney Crossing ..... | 2   |                     |    |
| Sine .....            | 1   |                     |    |
| Springbrook .....     | 4   |                     |    |
| Stirling .....        | 0   |                     |    |
| The Ridge .....       | 2   |                     |    |
| Thomasburg .....      | 1   |                     |    |
| Trenton .....         | 15  |                     |    |
| Tweed .....           | 9   |                     |    |
| Wallbridge .....      | 16  |                     |    |
| Wellsmans Cor. ....   | 30  |                     |    |
| W. Huntingdon ...     | 1   |                     |    |
|                       | 312 |                     |    |
| HURON                 |     |                     |    |
| Auburn .....          | 2   |                     |    |
| Belfast .....         | 1   |                     |    |
| Belgrave .....        | 9   |                     |    |
| Benmille .....        | 1   |                     |    |
| Bluevale .....        | 5   |                     |    |
| Blyth .....           | 27  |                     |    |
| Brussels .....        | 10  |                     |    |
| Brucefield .....      | 2   |                     |    |
| Carlow .....          | 1   |                     |    |
| Centralia .....       | 2   |                     |    |
| Chiselhurst .....     | 2   |                     |    |
| Clinton .....         | 28  |                     |    |
| Crediton .....        | 1   |                     |    |
| Dashwood .....        | 1   |                     |    |
| Dungannon .....       | 4   |                     |    |
| Dunlop .....          | 1   |                     |    |
| Elimville .....       | 1   |                     |    |
|                       |     | KENT                |    |
|                       |     | Baldoon .....       | 1  |
|                       |     | Blenheim .....      | 15 |
|                       |     | Bothwell .....      | 4  |
|                       |     | Cedar Springs ....  | 6  |
|                       |     | Chatham .....       | 48 |
|                       |     | Clachan .....       | 2  |
|                       |     | Coatsworth .....    | 5  |
|                       |     | Croton .....        | 1  |
|                       |     | Dresden .....       | 1  |
|                       |     | Duart .....         | 1  |
|                       |     | Eberts .....        | 6  |
|                       |     | Fletcher .....      | 2  |
|                       |     | Glenwood .....      | 3  |
|                       |     | Guilds .....        | 10 |
|                       |     | Harwich .....       | 3  |
|                       |     | Highgate .....      | 22 |
|                       |     | Kent Bridge .....   | 19 |
|                       |     | Louisville .....    | 3  |
|                       |     | Morpeth .....       | 19 |
|                       |     | Merlin .....        | 3  |
|                       |     | Muirkirk .....      | 2  |
|                       |     | Mull .....          | 1  |
|                       |     | New Scotland ....   | 2  |
|                       |     | North Buxton ....   | 1  |
|                       |     | Northwood .....     | 9  |
|                       |     | Ouvry .....         | 4  |
|                       |     | Palmyra .....       | 1  |
|                       |     | Port Alma .....     | 22 |
|                       |     | Quinn .....         | 5  |
|                       |     | Ridgetown .....     | 10 |
|                       |     | Ridley .....        | 2  |
|                       |     | Romney .....        | 6  |
|                       |     | Selton .....        | 1  |
|                       |     | South Buxton ....   | 1  |
|                       |     | Stevenson .....     | 2  |
|                       |     | Thamesville .....   | 17 |
|                       |     | Tilbury .....       | 7  |



|                   |    |                  |    |
|-------------------|----|------------------|----|
| Tupperville ..... | 1  | Warwick .....    | 8  |
| Valetta .....     | 2  | Watford .....    | 8  |
| Van Horn .....    | 1  | Waubuno .....    | 2  |
| Wheatley .....    | 19 | Wheeler .....    | 1  |
| Wallaceburg ..... | 4  | Wilkesport ..... | 17 |
|                   |    | Wyoming .....    | 15 |

294

## LAMBTON

|                      |    |
|----------------------|----|
| Aberarder .....      | 13 |
| Aberfeldy .....      | 7  |
| Alvinston .....      | 14 |
| Arkona .....         | 6  |
| Atkin .....          | 2  |
| Becker .....         | 5  |
| Bentpath .....       | 1  |
| Bickford .....       | 1  |
| Birnam .....         | 4  |
| Blackwell .....      | 1  |
| Bradshaw .....       | 1  |
| Broughdale .....     | 1  |
| Brigden .....        | 3  |
| Cairo .....          | 6  |
| Camlachie .....      | 6  |
| Charlemont .....     | 1  |
| Collinville .....    | 2  |
| Copleston .....      | 1  |
| Corunna .....        | 3  |
| Courtright .....     | 1  |
| Cuthbert .....       | 1  |
| Duthill .....        | 4  |
| Eddy's Mills .....   | 1  |
| Florence .....       | 5  |
| Forest .....         | 15 |
| Fourth Line .....    | 1  |
| Glenrae .....        | 1  |
| Inwood .....         | 19 |
| Jericho .....        | 1  |
| Kertch .....         | 2  |
| Ladysmith .....      | 1  |
| Lambton .....        | 1  |
| Logierait .....      | 2  |
| Lucasville .....     | 3  |
| Mandamin .....       | 3  |
| Mooretown .....      | 1  |
| Mossdale .....       | 1  |
| Oakdale .....        | 5  |
| Oil Springs .....    | 6  |
| Osborne .....        | 2  |
| Ossian .....         | 4  |
| Perch .....          | 1  |
| Petrolea .....       | 11 |
| Port Lambton .....   | 2  |
| Ravenswood .....     | 3  |
| Rutherford .....     | 1  |
| Sarnia .....         | 19 |
| Shetland .....       | 2  |
| Sombra .....         | 3  |
| Sykeston .....       | 1  |
| Sutorville .....     | 1  |
| Terminus .....       | 1  |
| Theford .....        | 17 |
| Thornhurst .....     | 3  |
| Walnut .....         | 1  |
| Walpole Island ..... | 1  |
| Wanstead .....       | 2  |

## LANARK

|                      |    |
|----------------------|----|
| Almonte .....        | 26 |
| Appleton .....       | 1  |
| Balderson .....      | 2  |
| Carleton Place ..... | 9  |
| Cedar Hill .....     | 1  |
| Clayton .....        | 7  |
| Elliott .....        | 1  |
| Elphin .....         | 2  |
| Fallbrook .....      | 1  |
| Halpenny .....       | 1  |
| Jamieson .....       | 1  |
| Lanark .....         | 15 |
| Manion .....         | 2  |
| McGarry .....        | 1  |
| Middleville .....    | 1  |
| Pakenham .....       | 11 |
| Perth .....          | 28 |
| Prospect .....       | 2  |
| Prestonvale .....    | 2  |
| Rosetta .....        | 1  |
| Smiths Falls .....   | 18 |
| Wayside .....        | 2  |
| Wemyss .....         | 1  |

136

## LEEDS

|                     |    |
|---------------------|----|
| Athens .....        | 20 |
| Brockville .....    | 52 |
| Charleston .....    | 1  |
| Crosby .....        | 1  |
| Delta .....         | 4  |
| Elgin .....         | 1  |
| Freeland .....      | 1  |
| Gananoque .....     | 37 |
| Junetown .....      | 2  |
| Lansdowne .....     | 19 |
| Leeds .....         | 1  |
| Lillies .....       | 1  |
| Lombardy .....      | 1  |
| Lyn .....           | 7  |
| Lyndhurst .....     | 2  |
| Mallorytown .....   | 1  |
| Melcombe .....      | 1  |
| Newboro .....       | 13 |
| New Dublin .....    | 1  |
| Oak Leaf .....      | 1  |
| Phillipsville ..... | 2  |
| Portland .....      | 2  |
| Rockfield .....     | 1  |
| Rockport .....      | 1  |
| Rows Corner .....   | 1  |
| Seeleys Bay .....   | 14 |
| Soperton .....      | 7  |
| Westport .....      | 9  |

204

LENNOX AND ADDING-  
TON.

|               |   |
|---------------|---|
| Adolphustown  | 1 |
| Bath          | 2 |
| Colebrook     | 1 |
| Conway        | 3 |
| Denbigh       | 1 |
| Dorland       | 3 |
| Emerald       | 4 |
| Flinton       | 1 |
| Hawley        | 1 |
| Kaladar       | 1 |
| Leinster      | 1 |
| Moscow        | 6 |
| Napanee       | 5 |
| Newburgh      | 1 |
| Odessa        | 2 |
| Parma         | 2 |
| Sandhurst     | 7 |
| Sillsville    | 1 |
| Stella        | 7 |
| Switzerland   | 1 |
| The Pines     | 1 |
| U.E. Loyalist | 3 |
| Wilton        | 2 |

57

## LINCOLN

|                     |     |
|---------------------|-----|
| Beamsville          | 39  |
| Caistorville        | 3   |
| Campden             | 12  |
| Elcho               | 1   |
| Fulton              | 2   |
| Grassie             | 2   |
| Grimsby             | 35  |
| Homer               | 3   |
| Jordan              | 32  |
| McNab               | 1   |
| Merritton           | 40  |
| Niagara-on-the-Lake | 7   |
| Port Dalhousie      | 11  |
| Power Glen          | 2   |
| Queenston           | 11  |
| Rosedene            | 1   |
| Silverdale Sta.     | 2   |
| Smithville          | 7   |
| St. Catharines      | 217 |
| St. Davids          | 1   |
| Tintern             | 9   |
| Vineland            | 9   |
| Virgil              | 2   |
| Wellandport         | 2   |

451

## MIDDLESEX

|             |    |
|-------------|----|
| Adelaide    | 2  |
| Ailsa Craig | 10 |
| Amiens      | 1  |
| Appin       | 15 |
| Arva        | 2  |
| Belmont     | 12 |
| Birr        | 3  |
| Brinsley    | 7  |
| Bryanston   | 1  |

|               |    |
|---------------|----|
| Byron         | 2  |
| Christina     | 2  |
| Cherry Grove  | 3  |
| Clandeboye    | 8  |
| Cobble Hill   | 1  |
| Coldstream    | 11 |
| Derwent       | 1  |
| Dorchester    | 3  |
| Delaware      | 1  |
| Duncrief      | 2  |
| Elginfield    | 1  |
| Ferguson      | 2  |
| Fernhill      | 12 |
| Fort Rose     | 1  |
| Clanworth     | 1  |
| Glencoe       | 5  |
| Glen Oak      | 1  |
| Granton       | 4  |
| Harrietsville | 2  |
| Howlett       | 3  |
| Hutchinson    | 1  |
| Hyde Park     | 15 |
| Ilderton      | 4  |
| Kerwood       | 13 |
| Keyser        | 1  |
| Komoka        | 5  |
| Lamon         | 3  |
| Lieury        | 1  |
| Lobo          | 7  |
| London        | 81 |
| Lucan         | 3  |
| McInnes       | 1  |
| Melbourne     | 6  |
| Moray         | 1  |
| Mooresville   | 3  |
| Mount Brydges | 2  |
| Newbury       | 2  |
| Park Hill     | 16 |
| Pond Mills    | 1  |
| Poplar Hill   | 7  |
| Putnam        | 2  |
| Roome         | 1  |
| Southgate     | 1  |
| St. Ives      | 1  |
| Stratburn     | 1  |
| Strathroy     | 15 |
| Sylvan        | 11 |
| Thorndale     | 16 |
| Wardsville    | 12 |
| Wilton Grove  | 1  |
| Wyton         | 1  |

354

## MUSKOKA

|             |    |
|-------------|----|
| Ashworth    | 4  |
| Aspdin      | 5  |
| Bala        | 1  |
| Bardsville  | 4  |
| Baysville   | 3  |
| Bracebridge | 13 |
| Brackenrig  | 3  |
| Dorset      | 2  |
| Dwight      | 5  |
| Falkenburg  | 1  |
| Fox Point   | 1  |

|                     |    |                   |    |
|---------------------|----|-------------------|----|
| Gravenhurst .....   | 9  | Bealton .....     | 1  |
| Huntsville .....    | 5  | Bloomsburg .....  | 1  |
| Juddhaven .....     | 1  | Boston .....      | 15 |
| Kells .....         | 1  | Carholme .....    | 1  |
| Martins Siding .... | 4  | Courtland .....   | 1  |
| Muskoka .....       | 1  | Courtland .....   | 10 |
| Muskoka Falls ....  | 8  | Cultus .....      | 1  |
| Newholm .....       | 1  | Delhi .....       | 19 |
| Parkersville .....  | 1  | Erie View .....   | 2  |
| Port Carling .....  | 13 | Forestville ..... | 1  |
| Port Sandfield .... | 1  | Frogmore .....    | 1  |
| Port Sydney .....   | 4  | Glenshee .....    | 2  |
| Ravenscliffe .....  | 1  | Langton .....     | 1  |
| Raymond .....       | 1  | Lynedoch .....    | 4  |
| Southwood .....     | 1  | Lynn Valley ..... | 3  |
| Stoneleigh .....    | 1  | Mabee .....       | 1  |
| Torrance .....      | 1  | Nixon .....       | 1  |
| Ufford .....        | 8  | Port Dover .....  | 8  |
| Utterson .....      | 9  | Port Rowan .....  | 11 |
| Walkers Point ....  | 1  | Port Royal .....  | 1  |
| W. Gravenhurst ..   | 1  | Port Ryerse ..... | 1  |
| Windermere .....    | 2  | Rockford .....    | 2  |

117

## NIPISSING

|                     |     |                   |   |
|---------------------|-----|-------------------|---|
| Aura Lake .....     | 1   | Tyrrell .....     | 1 |
| Bonfield .....      | 1   | Vanessa .....     | 1 |
| Brennan .....       | 2   | Villa Nova .....  | 2 |
| Charlton .....      | 2   | Vittoria .....    | 2 |
| Cobalt .....        | 1   | Walshford .....   | 1 |
| Coppercliffe .....  | 15  | Wilsonville ..... | 1 |
| Earlton .....       | 4   | Windham Centre .. | 1 |
| Eau Claire .....    | 2   | Wyecombe .....    | 1 |
| Englehart .....     | 2   |                   |   |
| Deux Rivieres ....  | 2   |                   |   |
| Genesee Rapids .... | 1   |                   |   |
| Gowganda .....      | 2   |                   |   |
| Feronia .....       | 2   |                   |   |
| Haileybury .....    | 17  |                   |   |
| Hanbury .....       | 1   |                   |   |
| Heaslip .....       | 4   |                   |   |
| Hilliardton .....   | 1   |                   |   |
| Hillview .....      | 5   |                   |   |
| McCool .....        | 2   |                   |   |
| Mattawa .....       | 14  |                   |   |
| Milberta .....      | 14  |                   |   |
| New Liskeard ....   | 12  |                   |   |
| North Bay .....     | 255 |                   |   |
| Porcupine .....     | 3   |                   |   |
| Porcupine South ..  | 1   |                   |   |
| Sellwood .....      | 3   |                   |   |
| Sturgeon Falls .... | 9   |                   |   |
| Sudbury .....       | 51  |                   |   |
| Swastika .....      | 1   |                   |   |
| Thornloe .....      | 1   |                   |   |
| Tomstown .....      | 1   |                   |   |
| Trout Mills .....   | 11  |                   |   |
| Uno Park .....      | 6   |                   |   |
| Whitney .....       | 1   |                   |   |
| Widdifield .....    | 1   |                   |   |
| Wawabewa .....      | 1   |                   |   |

230

## NORTHUMBERLAND

|                    |    |
|--------------------|----|
| Bailieboro .....   | 13 |
| Bensfort .....     | 4  |
| Bethel Grove ..... | 1  |
| Bewdley .....      | 1  |
| Brickley .....     | 3  |
| Brighton .....     | 12 |
| Brookside .....    | 2  |
| Burnbrae .....     | 1  |
| Burnley .....      | 2  |
| Campbellford ..... | 5  |
| Castleton .....    | 31 |
| Centreton .....    | 3  |
| Cobourg .....      | 30 |
| Codrington .....   | 4  |
| Colborne .....     | 35 |
| Cold Springs ..... | 1  |
| Dundonald .....    | 7  |
| Edville .....      | 2  |
| Elmview .....      | 9  |
| Fenella .....      | 26 |
| Grafton .....      | 7  |
| Hilton .....       | 6  |
| Lakeport .....     | 1  |
| Lorenz .....       | 4  |
| Maple View .....   | 1  |
| Morganstown .....  | 6  |
| Murray .....       | 1  |
| Norham .....       | 2  |
| Oak Heights .....  | 4  |

452

## NORFOLK

|              |   |
|--------------|---|
| Acacia ..... | 2 |
|--------------|---|

|                     |     |                     |     |
|---------------------|-----|---------------------|-----|
| Orland .....        | 1   | Wilfrid .....       | 1   |
| Penryn .....        | 5   | Zephyr .....        | 10  |
| Plainville .....    | 1   |                     |     |
| Precious Corners .. | 6   |                     | 509 |
| Roseneath .....     | 32  | OXFORD              |     |
| Rossmount .....     | 1   | Beaconsfield .....  | 1   |
| Smithfield .....    | 6   | Bennington .....    | 3   |
| S. Monaghan .....   | 7   | Braemar .....       | 5   |
| Stanwood .....      | 1   | Bright .....        | 17  |
| Stockdale .....     | 1   | Brownsville .....   | 29  |
| The Gully .....     | 7   | Burgessville .....  | 3   |
| Warkworth .....     | 45  | Canning .....       | 2   |
| Wicklów .....       | 1   | Cassell .....       | 1   |
| Wooler .....        | 15  | Cornell .....       | 1   |
|                     | 353 | Culloden .....      | 6   |
| ONTARIO             |     | Curries Crossing .. | 13  |
| Altona .....        | 2   | Delmar .....        | 2   |
| Ashburn .....       | 1   | Drumbo .....        | 11  |
| Audley .....        | 6   | Eastwood .....      | 1   |
| Balsam .....        | 5   | Embro .....         | 19  |
| Beathton .....      | 1   | Foldens Corners ..  | 2   |
| Beaverton .....     | 7   | Goblen .....        | 1   |
| Blackwater .....    | 2   | Harrington .....    | 15  |
| Brechin .....       | 1   | Hawtrey .....       | 9   |
| Brooklyn .....      | 14  | Holbrook .....      | 1   |
| Brougham .....      | 7   | Holiday .....       | 1   |
| Cannington .....    | 11  | Ingersoll .....     | 8   |
| Cedardale .....     | 5   | Innerkip .....      | 1   |
| Claremont .....     | 18  | Kintore .....       | 6   |
| Columbus .....      | 16  | Maplewood .....     | 5   |
| Derryville .....    | 1   | Mount Elgin .....   | 1   |
| Dunbarton .....     | 2   | Newark .....        | 1   |
| Gamebridge .....    | 1   | Norwich .....       | 22  |
| Glasgow .....       | 1   | Ostrander .....     | 1   |
| Goodwood .....      | 9   | Otterville .....    | 9   |
| Greenbank .....     | 6   | Oxford Centre ....  | 2   |
| Green River .....   | 2   | Plattsville .....   | 12  |
| Kinsale .....       | 11  | Princeton .....     | 8   |
| Layton .....        | 1   | Rayside .....       | 1   |
| Leaskdale .....     | 1   | Rosanna .....       | 1   |
| Longford Mills .... | 1   | Salford .....       | 2   |
| Manchester .....    | 2   | South Zorra .....   | 1   |
| Myrtel .....        | 2   | Springford .....    | 11  |
| Newmarket .....     | 22  | Weaburg .....       | 3   |
| North Claremont ..  | 4   | Thamesford .....    | 13  |
| Oak Ridges .....    | 1   | Tillsonburg .....   | 17  |
| Oshawa .....        | 129 | Verschoyle .....    | 3   |
| Pickering .....     | 36  | Washington .....    | 2   |
| Port Perry .....    | 10  | Wildwood .....      | 1   |
| Port Union .....    | 1   | Wolverton .....     | 4   |
| Port Whitby .....   | 4   | Woodstock .....     | 53  |
| Rouge Hill .....    | 1   | Zenda .....         | 1   |
| Seagrave .....      | 3   |                     | 347 |
| Sebright .....      | 2   | PARRY SOUND         |     |
| Shirley .....       | 5   | Ahmec Harbor ...    | 2   |
| Siloam .....        | 1   | Axe Lake .....      | 1   |
| Sonya .....         | 6   | Burks Falls .....   | 1   |
| South Oshawa ....   | 20  | Calender .....      | 4   |
| Sunderland .....    | 3   | Carr .....          | 3   |
| Taunton .....       | 16  | Cecebe .....        | 1   |
| Uptergrove .....    | 1   | Commanda .....      | 1   |
| Uxbridge .....      | 6   | Depot Harbor ....   | 1   |
| Vankoughnet .....   | 1   | Doe Lake .....      | 5   |
| Whitby .....        | 90  | Dunchurch .....     | 1   |



|                      |     |                     |     |
|----------------------|-----|---------------------|-----|
| Golden Valley .....  | 13  | Stanley Mills ..... | 1   |
| Gordon Bay .....     | 1   | Streetsville. ....  | 14  |
| Hartfell .....       | 1   | The Grange .....    | 4   |
| Katrine .....        | 2   | Tullamore .....     | 2   |
| Loring .....         | 10  | Woodhill .....      | 1   |
| Magnetawan .....     | 6   |                     |     |
| Maple Lake Sta. ..   | 3   |                     | 256 |
| Mecunoma .....       | 1   |                     |     |
| Midlothian .....     | 6   | PERTH               |     |
| Orrville .....       | 6   | Amulree .....       | 2   |
| Parry Sound .....    | 3   | Anderson .....      | 2   |
| Point Au Baril ...   | 3   | Atwood .....        | 8   |
| Powassan .....       | 14  | Avonton .....       | 1   |
| Restoule .....       | 5   | Berryland .....     | 3   |
| Royston .....        | 2   | Burns .....         | 2   |
| South River .....    | 12  | Cromarty .....      | 13  |
| Sprucedale .....     | 6   | Fairview .....      | 3   |
| Stewart Bay .....    | 1   | Fernbank .....      | 2   |
| Stirling Falls ..... | 2   | Fullatron .....     | 2   |
| Sundridge .....      | 26  | Gadshill .....      | 7   |
| Trout Creek .....    | 4   | Gowrie .....        | 2   |
| Uplands .....        | 1   | Hamstead .....      | 5   |
|                      | 150 | Kirkton .....       | 20  |
|                      |     | Kurtzville .....    | 1   |
| PEEL                 |     | Listowel .....      | 13  |
| Alloa .....          | 1   | Millbank .....      | 33  |
| Alton .....          | 20  | Milverton .....     | 10  |
| Belfountain .....    | 2   | Mitchell .....      | 32  |
| Bolton .....         | 3   | Molesworth .....    | 15  |
| Brampton .....       | 41  | Monkton .....       | 1   |
| Burnamthorpe ....    | 1   | Motherwell .....    | 2   |
| Caldwell .....       | 1   | Munro .....         | 1   |
| Caledon .....        | 12  | Newry .....         | 3   |
| Caledon East .....   | 7   | Newton .....        | 5   |
| Campbells Cross ..   | 4   | Nithburg .....      | 1   |
| Castlederg .....     | 1   | Poole .....         | 1   |
| Castlemore .....     | 4   | Rannock .....       | 3   |
| Cheltenham .....     | 17  | Rostock .....       | 1   |
| Churchville .....    | 3   | Russeldale .....    | 1   |
| Clarkson .....       | 8   | St. Marys .....     | 31  |
| Claude .....         | 2   | St. Pauls .....     | 1   |
| Cooksville .....     | 2   | Science Hill .....  | 1   |
| Dixie .....          | 2   | Sebringville .....  | 15  |
| Elmbank .....        | 6   | Shakespeare .....   | 3   |
| Erindale .....       | 3   | Staffa .....        | 9   |
| Hutonville .....     | 1   | Stratford .....     | 31  |
| Inglewood .....      | 2   | Topping .....       | 1   |
| Kilmanagh .....      | 2   | Trowbridge .....    | 1   |
| Lisgar .....         | 1   | Wartburg .....      | 2   |
| Lorne Park .....     | 2   | Warwick .....       | 5   |
| Macville .....       | 1   |                     | 295 |
| Malton .....         | 5   | PETERBORO           |     |
| Meadowvale .....     | 11  | Chandos .....       | 1   |
| Mono Mills .....     | 11  | Clydesdale .....    | 9   |
| Mono Road .....      | 15  | Cordova .....       | 3   |
| Mount Charles .....  | 5   | Douro .....         | 2   |
| Mount Wolfe .....    | 1   | Halls Bridge .....  | 1   |
| Palgrave .....       | 3   | Hastings .....      | 6   |
| Peel .....           | 2   | Haultain .....      | 5   |
| Pleasant .....       | 1   | Indian River .....  | 1   |
| Port Credit .....    | 14  | Keene .....         | 2   |
| Rockside .....       | 4   | Lakefield .....     | 23  |
| Sandhill .....       | 4   | Lang .....          | 1   |
| Sleswick .....       | 3   | McMartinville ..... | 1   |
| Snelgrove .....      | 6   | Mount Julian .....  | 12  |

|                    |     |                    |    |
|--------------------|-----|--------------------|----|
| Norwood .....      | 7   | Oxdrift .....      | 8  |
| Peterboro .....    | 144 | Rainy River .....  | 3  |
| South Dummer ...   | 1   | Shenston .....     | 10 |
| Springville .....  | 3   | Sleeman .....      | 1  |
| Stewart Hall ..... | 1   | Stratton Sta. .... | 29 |
| Villiers .....     | 1   |                    |    |
| Warsaw .....       | 14  |                    |    |
| Westwood .....     | 1   |                    |    |

135

## RENFREW

|  |     |                     |    |
|--|-----|---------------------|----|
|  | 241 | Arnprior .....      | 3  |
|  |     | Beachburg .....     | 20 |
|  |     | Burnstown .....     | 1  |
|  |     | Chalk River .....   | 1  |
|  |     | Co'bden .....       | 22 |
|  |     | Douglas .....       | 13 |
|  |     | Eganville .....     | 1  |
|  |     | Foresters Falls ... | 23 |
|  |     | Glasgow Station ..  | 2  |
|  |     | Haley Station ....  | 1  |
|  |     | Micksburg .....     | 16 |
|  |     | Osceola .....       | 1  |
|  |     | Pastime .....       | 1  |
|  |     | Pembroke .....      | 10 |
|  |     | Rankin .....        | 1  |
|  |     | Renfrew .....       | 3  |
|  |     | Shields .....       | 5  |
|  |     | Snake River .....   | 8  |
|  |     | Spruce Hedge ....   | 1  |
|  |     | Stewartville .....  | 1  |
|  |     | Waba .....          | 1  |
|  |     | Westmeath .....     | 3  |
|  |     | Wolfe Island .....  | 3  |

136

## RUSSELL

|  |  |                 |   |
|--|--|-----------------|---|
|  |  | Canaan .....    | 1 |
|  |  | Cyrville .....  | 1 |
|  |  | Casselman ..... | 1 |
|  |  | Hammond .....   | 1 |
|  |  | Navan .....     | 2 |
|  |  | Pana .....      | 1 |
|  |  | Russell .....   | 3 |

10

## SLMCOE

|  |  |                   |     |
|--|--|-------------------|-----|
|  |  | Allandale .....   | 11  |
|  |  | Alliston .....    | 8   |
|  |  | Angus .....       | 2   |
|  |  | Apto .....        | 1   |
|  |  | Ardtree .....     | 2   |
|  |  | Avening .....     | 10  |
|  |  | Banda .....       | 3   |
|  |  | Barclay .....     | 1   |
|  |  | Barrie .....      | 67  |
|  |  | Batteau .....     | 10  |
|  |  | Baxter .....      | 1   |
|  |  | Beeton .....      | 1   |
|  |  | Bondhead .....    | 8   |
|  |  | Bradford .....    | 21  |
|  |  | Cashtown .....    | 1   |
|  |  | Churchill .....   | 12  |
|  |  | Coldwater .....   | 10  |
|  |  | Collingwood ..... | 195 |
|  |  | Colwell .....     | 2   |
|  |  | Connor .....      | 1   |
|  |  | Cookstown .....   | 7   |

## RAINY RIVER

|                    |    |
|--------------------|----|
| Barnhart .....     | 12 |
| Barwick .....      | 4  |
| Bedworth .....     | 1  |
| Big Fork .....     | 1  |
| Black Hawk .....   | 1  |
| Boucherville ..... | 1  |
| Burriss .....      | 6  |
| Delvin .....       | 1  |
| Dryden .....       | 12 |
| Eagle River .....  | 4  |
| Emo .....          | 19 |
| Fort Frances ..... | 4  |
| Ignace .....       | 1  |
| Keewatin .....     | 3  |
| Kenora .....       | 13 |
| Norman .....       | 1  |

|                      |    |                      |     |
|----------------------|----|----------------------|-----|
| Craighurst .....     | 6  | Vine .....           | 5   |
| Craigvale .....      | 5  | Warminster .....     | 7   |
| Creemore .....       | 21 | Washago .....        | 2   |
| Crossland .....      | 3  | Waubauskene ....     | 1   |
| Crown Hill .....     | 2  | West Essa .....      | 2   |
| Dalston .....        | 5  | Wyevale .....        | 9   |
| Deerhurst .....      | 3  |                      |     |
| Dunedin .....        | 1  |                      | 781 |
| Dunkerron .....      | 2  | STORMONT             |     |
| Duntroon .....       | 18 | Aultsville .....     | 5   |
| Edenvale .....       | 18 | Avonmore .....       | 7   |
| Edgar .....          | 4  | Berwick .....        | 1   |
| Elliott's Corners .. | 7  | Cornwall .....       | 12  |
| Elmgrove .....       | 2  | Crysler .....        | 1   |
| Elmvale .....        | 13 | Dyer .....           | 1   |
| Everett .....        | 13 | Ezmes Corners ...    | 1   |
| Fair Valley .....    | 1  | Farran's Point ...   | 5   |
| Fennels .....        | 3  | Finch .....          | 1   |
| Fergusonvale .....   | 2  | Gravel Hill .....    | 2   |
| Gilford .....        | 4  | Mille Roches .....   | 7   |
| Glencairn .....      | 2  | Moose Creek .....    | 2   |
| Glen Huron .....     | 2  | Moulinette .....     | 2   |
| Guthrie .....        | 4  | Newington .....      | 2   |
| Hillsdale .....      | 8  | Osnabruck Ctr. ...   | 1   |
| Holly .....          | 7  | Sandringham .....    | 1   |
| Ivy .....            | 1  | Wales .....          | 2   |
| Jacks Lake .....     | 2  |                      |     |
| Jarratt .....        | 3  |                      | 53  |
| Lefaivers Corners.   | 1  | THUNDER BAY          |     |
| Lefroy .....         | 9  | Dorion .....         | 17  |
| Maple Valley .....   | 2  | Fort William .....   | 36  |
| Midhurst .....       | 5  | Hymers .....         | 11  |
| Midland .....        | 4  | Kakabeka Falls ..    | 2   |
| Minesing .....       | 17 | Millar .....         | 1   |
| Mitchell Square ...  | 1  | Murillo .....        | 14  |
| Moonstone .....      | 3  | Nepigon .....        | 2   |
| Mount St. Louis ...  | 1  | O'Connor .....       | 6   |
| Nantyr .....         | 1  | Ouimet .....         | 2   |
| New Lowell .....     | 4  | Port Arthur .....    | 66  |
| Newton Robinson.     | 7  | Schreiber .....      | 27  |
| Nicolston .....      | 1  | Slate River Val. ..  | 17  |
| Nottawa .....        | 5  | South Gillies .....  | 6   |
| Orillia .....        | 31 |                      |     |
| Oro Sta. ....        | 10 |                      | 207 |
| Painswick .....      | 14 | VICTORIA             |     |
| Penetang .....       | 9  | Argyle .....         | 5   |
| Phelpston .....      | 1  | Bexley .....         | 2   |
| Port McNicol .....   | 1  | Bobcaygeon .....     | 5   |
| Prices Corners ..... | 1  | Cambray .....        | 19  |
| Randolph .....       | 4  | Carlingford .....    | 2   |
| Saurin .....         | 4  | Coboconk .....       | 3   |
| Shanty Bay .....     | 12 | Cresswell .....      | 4   |
| Singhampton .....    | 16 | Downeyville .....    | 2   |
| Smithdale .....      | 2  | Dunsford .....       | 2   |
| Stayner .....        | 10 | Fenelon Falls .....  | 21  |
| Strongville .....    | 2  | Glenarm .....        | 1   |
| Stroud .....         | 13 | Hartley .....        | 1   |
| Sunnidale Corner..   | 5  | Islay .....          | 2   |
| Thompsonville .....  | 1  | Kinmount .....       | 12  |
| Thornton .....       | 12 | Linden Valley .....  | 1   |
| Tioga .....          | 1  | Lindsay .....        | 70  |
| Tottenham .....      | 2  | Little Britain ..... | 24  |
| Utopia .....         | 2  | Lorneville .....     | 10  |
| Vasey .....          | 4  | Manilla .....        | 7   |
| Victoria Harbor ..   | 1  | Markham .....        | 16  |





|                   |    |
|-------------------|----|
| Rothsay .....     | 23 |
| Shiloh .....      | 1  |
| Speedside .....   | 1  |
| Stonywood .....   | 1  |
| Treacastle .....  | 1  |
| Wagram .....      | 1  |
| Wallenstein ..... | 1  |
| Wesley .....      | 1  |
| Yatton .....      | 2  |

405

## WENTWORTH

|                    |     |
|--------------------|-----|
| Alberton .....     | 3   |
| Aldesshot .....    | 6   |
| Ancaster .....     | 11  |
| Bartonville .....  | 1   |
| Binbrook .....     | 27  |
| Blackheath .....   | 8   |
| Carluke .....      | 2   |
| Chedoke .....      | 4   |
| Clyde .....        | 1   |
| Copetown .....     | 8   |
| Dundas .....       | 38  |
| Elfrida .....      | 1   |
| Flamboro Centre .. | 3   |
| Freelton .....     | 9   |
| Fruitland .....    | 5   |
| Glanford .....     | 21  |
| Greensville .....  | 4   |
| Hamilton .....     | 473 |
| Hannon .....       | 3   |
| Ira .....          | 3   |
| Jerseyville .....  | 10  |
| Kirkwall .....     | 6   |
| Lynden .....       | 3   |
| Millgrove .....    | 13  |
| Mineral Springs .. | 1   |
| Mount Hamilton ..  | 11  |
| North Glanford ..  | 1   |
| Orkney .....       | 8   |
| Osenley .....      | 10  |
| Oshweken .....     | 1   |
| Renforth .....     | 2   |
| Rockton .....      | 11  |
| Ryckmans Corners   | 5   |
| Sheffield .....    | 6   |
| Southcote .....    | 1   |
| Stony Creek .....  | 11  |
| Strabane .....     | 4   |
| Tayleytown .....   | 1   |
| Trinity .....      | 2   |
| Troy .....         | 6   |
| Tyneside .....     | 6   |
| Valens .....       | 4   |
| Vinemount .....    | 4   |
| Waterdown .....    | 23  |
| West Flamboro ...  | 12  |
| Westover .....     | 14  |
| Winona .....       | 29  |

836

## YORK

|                 |    |
|-----------------|----|
| Agincourt ..... | 21 |
| Almira .....    | 1  |
| Armadales ..... | 2  |

|                      |    |
|----------------------|----|
| Armitage .....       | 2  |
| Aurora .....         | 17 |
| Baldwin .....        | 1  |
| Bedford Park ....    | 1  |
| Bendale .....        | 5  |
| Bethesda .....       | 2  |
| Bloomington .....    | 4  |
| Box Grove .....      | 1  |
| Browns Corners ..    | 6  |
| Buttonville .....    | 2  |
| Cashel .....         | 1  |
| Cedar Grove .....    | 1  |
| Coleman .....        | 1  |
| Concord .....        | 2  |
| Danforth .....       | 4  |
| Dollar .....         | 1  |
| Don .....            | 1  |
| Donlands .....       | 1  |
| Downsview .....      | 5  |
| Edgeley .....        | 4  |
| Eglinton .....       | 1  |
| Elia .....           | 11 |
| Ellesmere .....      | 15 |
| Emery .....          | 6  |
| Eversley .....       | 3  |
| Fairbank .....       | 3  |
| Gormley .....        | 5  |
| Holt .....           | 1  |
| Hope .....           | 4  |
| Humber .....         | 4  |
| Humber Bay .....     | 1  |
| Islington .....      | 3  |
| Jackson's Point ..   | 1  |
| Jefferson .....      | 1  |
| Keswick .....        | 3  |
| Kettleby .....       | 10 |
| King .....           | 10 |
| Kleinburg .....      | 13 |
| L'Amaroux .....      | 2  |
| Lambton Mills ....   | 10 |
| Langstaff .....      | 2  |
| Lansing .....        | 3  |
| Laskay .....         | 7  |
| Leasid Jct. ....     | 2  |
| Lemonville .....     | 2  |
| Lloydtown .....      | 3  |
| Locust Hill .....    | 5  |
| Malvern .....        | 8  |
| Maple .....          | 12 |
| Markham .....        | 4  |
| Milliken .....       | 1  |
| Mimico .....         | 17 |
| Mimico Beach ....    | 1  |
| Mongolia .....       | 3  |
| Mount Albert ....    | 22 |
| Mount Joy .....      | 4  |
| Nashville .....      | 2  |
| Newtonbrook .....    | 4  |
| Nobleton .....       | 14 |
| New Toronto .....    | 1  |
| Oriole .....         | 4  |
| O'Sullivan's Corners | 4  |
| Pine Orchard .....   | 1  |
| Queensville .....    | 5  |
| Richmond Hill ....   | 5  |

---

|                    |     |                     |             |
|--------------------|-----|---------------------|-------------|
| Ringwood .....     | 2   | Udora .....         | 1           |
| Scarboro .....     | 5   | Vandorf .....       | 8           |
| Scarboro Jct. .... | 16  | Vellore .....       | 2           |
| Schomberg .....    | 20  | Virginia .....      | 1           |
| Sharon .....       | 2   | Victoria Square ... | 7           |
| Stouffville .....  | 10  | Weston .....        | 34          |
| Strange .....      | 11  | Wexford .....       | 2           |
| Sutton West .....  | 3   | White Rose .....    | 2           |
| Temperanceville .. | 2   | Willowdale .....    | 1           |
| Teston .....       | 2   | Woburn .....        | 2           |
| Thistleton .....   | 10  | Woodbridge .....    | 24          |
| Thornhill .....    | 13  | York Mills .....    | 4           |
| Toronto .....      | 804 |                     |             |
|                    |     |                     | <hr/> 1,317 |









